

Primedia shutting down Prezence after unsuccessful sale attempt

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It is official, Prezence Digital will shut its doors come June. Primedia Group has announced today that the award-winning digital agency has ceased taking on new business and "will start winding down its operations with effect from 1 June 2014".



Last month Memeburn reported that the group was looking to exit the business, which it bought from founder Tim Bishop, to a third party buyer. It seems the company has been unsuccessful.

According to a statement by the group it "was unable to conclude a suitable sale agreement that would adequately address the interests of all stakeholders, and as such has begun a structured shut down of operations."

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