

DATE

October 21, 2012

SECTORS

Media & Telecom

DEAL TYPE

M&A Advisory

DEAL LOCATIONS

DC Advisory advised Escalate Media Holdings on its sale to H.I.G. Growth Partners



BOSTON, MA H.I.G. Growth Partners (“H.I.G.”), the dedicated growth capital investment affiliate of H.I.G. Capital, a leading global private equity investment firm, is pleased to announce that its newly-formed portfolio company, Escalate Media Holdings (“Escalate Media” or the “Company”), has completed the acquisition of womensforum.com, Inc (womensforum.com) and Escalate Media, LP (Escalate).

Womensforum.com and Escalate are leading online advertising companies encompassing a number of owned and operated websites, an online advertising network and an affiliate network. Womensforum.com is a top online destination and network of content for women, providing resources for its millions of unique monthly visitors. The company’s editorial and video content verticals include food, parenting, health, living, style and entertainment, where experts are focused on the topics important to their readers and users. Aside from womensforum.com, other sites in the womensforum.com network include: www.copykat.com, www.poshmom.com, and www.educationworld.com.

Escalate creates and manages online social networks and communities connecting users who share a passion for intelligent conversation on diverse topics via dedicated content and forums. These dedicated vertical communities are focused on a wide range of subjects, including shopping and savings, home and gardening, do-it-yourself and parenting and provide a venue for users to exchange ideas and learn. In addition, Escalate manages a leading performance driven affiliate advertising network where brands and targeted service providers can engage with millions of families. Escalate Media has a combined reach of over 25 million targeted users making it a leader in its vertical. Advertisers such as General Mills, Home Depot and Sara Lee, among others, use Escalate Media to engage with those users in a variety of ways.

Escalate and womensforum.com are market leaders, bringing tremendous value to advertisers and consumers in one of the largest online populations, commented John Kim, Managing Director for H.I.G. Growth Partners. The depth of the companies' content and relationships gives Escalate Media a unique ability to deliver customized solutions to advertisers and strengthens the quality of the offering for consumers. We are pleased to partner with an outstanding senior leadership team and look forward to the new company's continued growth.

As part of the investment, John Kim and Nik Shah from H.I.G. Growth Partners will join Escalate Media's Board of Directors.

The online advertising market continues to grow across all segments and this investment from H.I.G. will enable us to more aggressively pursue opportunities in the marketplace, positioning us for further success. We plan to expand our content offering and provide more engaging resources for our expanding base of users allowing for more meaningful ways for marketers to interact with them.

Womensforum.com has been a leading provider of online women's content for over 16 years and this strategic alliance with Escalate will help position the combined entity for its next stage of growth. Jodi Luber, President and Co-Founder of womensforum.com added, as a pioneer in the online women's category, it's been rewarding to be a part of the growth and evolution over the past 16 years. We are excited about our partnership with H.I.G., which will help enable us to continue to expand in the ever-changing landscape that is the women's online market.

Mark Kaufman
CEO of Escalate Media