

**DATE**

December 19, 2016

**SECTORS**

Media & Telecom

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



**Justin Balciunas**

Managing Director

# DC Advisory advised Tegna on the sale of CoFactor to Liquidus Marketing



DC Advisory (previously Signal Hill) is pleased to announce that its client TEGNA Inc. (NYSE: TGNA) has sold ShopLocal LLC, which has been doing business as Cofactor, to Liquidus Marketing Inc., a digital marketing solutions company. Cofactor is a digital marketing company that connects online and offline shoppers across all channels and devices.