

DATE

January 16, 2012

SECTORS

Consumer, Leisure & Retail

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DEAL TEAM



Erik Jensen

Managing Director

DC Advisory advised Hertz Entertainment on the acquisition of Cinelease, Inc.



DC Advisory* acted as exclusive advisor to Hertz Entertainment Services (“HES”), a subsidiary of publicly traded Hertz Global Holdings, Inc. (“Hertz”), in its acquisition of Cinelease, Inc. (“Cinelease”) from Audax Group. Cinelease offers lighting and grip equipment, including related expendable products, to feature film, television, commercial and music video production companies throughout the U.S.

The acquisition of Cinelease is expected to add approximately \$50 million of new revenues in 2012 and will allow Hertz’s growing Entertainment Services business to leverage existing customer relationships to generate new business with a broader offering of television and motion picture production equipment.

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