

Petsky Prunier Advises ABUV Media on its Sale to a Strategic Acquirer

June 20, 2018 (New York, NY) – Petsky Prunier is pleased to announce it has advised ABUV Media on its sale to a strategic acquirer. ABUV was previously a portfolio company of Rockbridge Growth Equity and Falcon Investment Advisors.



"The acquisition focused on establishing a mutually beneficial relationship with a new strategic partner in order to maximize growth, while also providing an excellent cultural fit. We were grateful to have Petsky Prunier in our corner from start to finish."

**Doug Jones, Founder & CEO
ABUV Media**

ABUV is a content- and data-driven digital marketing company that specializes in building and growing outstanding websites for the post-secondary education industry that consistently rank in the top organic search results on Google and other search engines. The company achieves these high rankings by providing consumers with unparalleled depth of targeted, authoritative content that is highly relevant to their online search queries and that helps them make more informed decisions about their future.

The company's process and strategy for growing exceptional high-volume websites starts with the consumer. By developing a deep understanding of the end-consumer through in-depth, proprietary research, ABUV identifies high-value content topics that are most relevant and responsive to consumers' online queries. The company organizes and transforms massive datasets into highly engaging, expert-driven content around these topics to deliver the best answers as search results. Moreover, each webpage is engineered to address a unique consumer need and to create a highly engaging user experience through best-in-class design. This strategy is made possible by ABUV's robust global people infrastructure and technology-driven marketing processes.



Founded in 2007, Rockbridge Growth Equity, LLC is a Detroit, Michigan-based private equity firm that invests in financial and business services, consumer-direct marketing, and the sports, media, and entertainment industries. Rockbridge owns equity stakes in Connect America, GSTV, Kings III Emergency Communications, Northcentral University, Protect America, RapidAdvance, and Robb Report, and is affiliated with other leading businesses in its target sectors, including Quicken Loans, the 2016 NBA champion Cleveland Cavaliers, Amrock, and Fathead. Since its inception, Rockbridge Growth Equity has managed more than \$575 million of equity in its portfolio of companies. For more information, please visit rbequity.com.

With offices in Boston and New York, Falcon provides innovative capital solutions in amounts of \$25 million to \$75 million to middle market companies. Since its founding in 2000, Falcon has invested in more than 90 companies in a broad range of industries to support acquisitions, recapitalizations, buyouts, and organic growth. Falcon is currently investing out of Falcon Strategic Partners V, LP.

Petsky Prunier, with a team led by Sanjay Chadda and Christopher Heasman, served as the exclusive financial advisor to ABUV Media, Rockbridge Growth Equity, and Falcon Investment Advisors.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, eCommerce, and healthcare industries. Our firm's merger and acquisition and private placement advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. We offer global reach supplemented through our partnerships in China and India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA, and an affiliated entity.

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