

PetskyPrunier

INVESTMENT BANKERS

60 Broad Street, 38th Floor • New York, NY 10004
(212) 842-6020 • Fax (212) 842-6039
www.petskyprunier.com • info@petskyprunier.com

Contact: Amy LaBan
(212) 842-7126
alaban@petskyprunier.com

Petsky Prunier Advises on Financing for Digital Out-of-Home Network Show Media

August 23, 2012 (New York, NY) – Petsky Prunier is pleased to announce it has advised Show Media, Inc., a leading provider of transportation-based digital media networks, on its recent mezzanine debt investment from BNY Mellon-Alcentra Mezzanine Partners III, L.P. Show Media will use the proceeds from the transaction to fund the expansion of its digital networks into new markets. The mezzanine financing was the second transaction Petsky Prunier has advised the company on in the past year. In November 2011, Petsky Prunier advised Show Media on the divestiture of its Taxi Top advertising division, including its New York City and Miami taxi media assets, to VeriFone Media, a division of VeriFone Systems, Inc.



Based in New York City, Show Media is a leading provider of custom integrated solutions to Fortune 500 companies. With media properties ranging from traditional out-of-home advertising to place-based digital networks designed to target specific audiences, Show Media provides its brand partners with unique, transportation-based campaigns that generate maximum exposure and help foster an emotional connection between brands and their target consumers. In 2011, Show Media was ranked #6 on *Inc.*'s list of the 500 Fastest Growing Companies in America with a three-year growth rate of 11,749%. The company has been included on this prestigious list for three consecutive years. Show Media's client roster includes Microsoft Bing, AT&T, Ray-Ban, HTC, and Lionsgate Films, among numerous other Fortune 100 companies.

BNY Mellon-Alcentra Mezzanine Partners III, L.P. (the "Fund") is advised by BNY Mellon-Alcentra Mezzanine Partners, which is the U.S. direct investment division of Alcentra NY, LLC, a majority-owned subsidiary of The Bank of New York Mellon Corporation. The Fund provides non-control capital to

middle market companies to assist with acquisitions, product launches, buyouts, and other corporate initiatives. The Fund provides a variety of capital to companies, including subordinated notes, unitranche facilities, and preferred and common stock.

We appreciate all of Petsky Prunier's personal help in finding us the best partner and terms and your help from start to finish. This deal gives us all the flexibility to grow into a much larger business.
Laurence Hallier, CEO, Show Media, Inc.

A team from Petsky Prunier, led by Sanjay Chadda and Norm Colbert, served as exclusive financial advisor to Show Media, Inc.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks in the internet, marketing, media, technology, information, healthcare, and service industries. Our firm's mergers and acquisitions and private placements advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, the organization represents one of the largest industry-specific advisors providing strategic and transactional services. Securities transactions are processed through Petsky Prunier Securities LLC.

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