

PetskyPrunier

INVESTMENT BANKERS

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Petsky Prunier Advises Centerfield on its Significant Growth Recapitalization from H.I.G. Growth Partners

November 5, 2015 (New York, NY) – Petsky Prunier is pleased to announce it has advised Centerfield Media Holdings, LLC on its significant growth recapitalization from H.I.G. Growth Partners in partnership with Centerfield co-founders Jason Cohen and Brett Cravatt.



Centerfield is a digital advertising technology company that is focused on real-time biddable media enabling the targeting and acquisition of high-performing, high-lifetime value customers for its clients across numerous industries. The company leverages a proprietary and purpose-built end-to-end technology platform to automatically optimize each part of the customer acquisition, education, and conversion process. The platform technology empowers Centerfield to identify and acquire customers across a variety of digital platforms, including search, display, and others, at scale for its end clients.

The funding will support Centerfield's ongoing investment in world-class technology and help expand its product and service offering in existing and new industry verticals.

H.I.G. Growth Partners, the growth capital investment affiliate of H.I.G. Capital, seeks to make both majority and minority investments in strong, growth-oriented companies throughout North America, South America, and Europe. The firm invests across various industries, but focuses on specific high-growth sectors in the technology, healthcare, internet and media, consumer products, and technology-enabled financial and business services sectors.

A team from Petsky Prunier, led by Sanjay Chadda, John Prunier, Dylan Kearns, and Matei Sanders served as exclusive financial advisor to Centerfield.

"Petsky Prunier has been a great longtime advisor to us. As we grew our business, they advised us along the way on a number of important decisions, including on the timing of when to seek a capital partner. Given their vast experience in the marketing technology space, they knew exactly how to position our business and helped us find the right partner at the right time." Co-Founders Jason Cohen and Brett Cravatt

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks in the technology, media, marketing, 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 international reach through our partnerships with investment bank Altium in Europe as well as China-based The Mountain Capital Group. In India, Petsky Prunier works with Allegro Advisors and o3 Capital. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA and an affiliated entity.

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