

## Petsky Prunier Advises Cole Information Services on its Sale to Brook Venture Partners

**February 7, 2017 (New York, NY)** – Petsky Prunier is pleased to announce it has advised Cole Information Services, a leading provider of vertically-targeted customer acquisition solutions, on its sale to Brook Venture Partners, in partnership with Resolute Capital Partners and Eagle Private Capital. Cole was a portfolio company of private equity firm MCM Capital Partners.



Cole offers a suite of subscription-based lead generation online platforms to small businesses in the real estate, insurance, and homes services industries, among others. The company has decades of vertical market expertise and is focused on delivering actionable, hyperlocal sales leads. Cole's suite of proprietary, technology-enabled digital customer acquisition solutions leverage its national consumer databases of more than 130 million households and 19 million businesses, plus unique datasets, including cell phone numbers, email addresses, and automobile ownership.

The transaction will enable Cole to grow both organically and via acquisitions that will support the company's mission to expand its reach in multiple small business markets. The acquisition of Cole supports Brook Venture Partners' business model of driving growth through a robust sales engine and seeking strategic opportunities to grow the business.

*"We hired Petsky Prunier for their marketing and information services knowledge, transaction experience, and domain expertise in the real estate, insurance, and home services markets and they exceeded our expectations. The Petsky Prunier team was "always on" and a true partner – providing valuable advice at every stage in the process and working tirelessly until the deal was done. We are excited about our partnership with Brook Venture Partners, as we continue to scale Cole's offerings."*

**Jim Eggleston, CEO, Cole Information Services**



Brook Venture Partners provides expansion stage capital to information technology and medical technology companies located in the eastern United States. The firm is headquartered outside Boston in Wakefield, MA.

Petsky Prunier, with a team led by Seth Rosenfield, Michael Petsky, and Anil Kuruganti, served as exclusive financial advisor to Cole Information Services and MCM Capital Partners.

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### **About Petsky Prunier LLC**

Petsky Prunier is one of the leading investment banks to 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 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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