

Petsky Prunier Advises Datalot on its Investment from Lightyear Capital

October 4, 2017 (New York, NY) – Petsky Prunier is pleased to announce it has advised Datalot Inc., the leading provider of mobile and web marketing technology solutions for the insurance industry, on its investment from Lightyear Capital, a New York-based private equity firm focused on financial services investing. Datalot was previously a portfolio company of Founder Collective and Baseline Ventures. Management will continue to own a significant stake of the company and will continue to run the day-to-day operations of the business.



"The team from Petsky Prunier provided invaluable counsel at each stage of our engagement and was extremely hands-on. Not only did they immediately understand the nuances of our business, they knew the sector cold and correctly advised us on the ideal timing for our transaction given the trends in our business. This translated into a highly efficient process and tremendously successful outcome for our company, shareholders, and employees. I look forward to working with them again."

Josh Reznick, Founder & CEO, Datalot

Founded in 2009, Datalot connects consumers with insurance carriers and agents. The company has built a marketplace for insurance shoppers by leveraging its technology platform and integrated contact center operations to qualify and efficiently route consumer inquiries for, primarily, auto, home, health, and life insurance products.

Datalot's strategic vision is founded upon the growth in mobile marketing and consultative phone sales, which are capitalizing on voice being an increasingly native channel for a mobile-first world. The company delivers qualified consumer inquiries as "warm" calls to insurance carriers and agents with the goal of improving sales conversion rates and lowering customer acquisition costs.

Datalot's current clients include several Fortune 100 insurance carriers. The company is headquartered in Brooklyn, New York, with additional offices in Florida and Colorado.

Lightyear Capital is a financial services-focused private equity firm based in New York. Lightyear, through its affiliated private equity funds, makes primarily control investments in North America-based, middle-market financial services companies. Lightyear targets investments across the financial services spectrum, including asset management, banks, brokerage, financial technology, insurance, and specialty finance. The firm brings unique strengths and discipline to its



investment process, as well as operating, transaction, and strategic management experience, along with significant contacts and resources beyond capital.

Petsky Prunier, with a team led by Sanjay Chadda and Christopher Heasman, served as exclusive financial advisor to Datalot.

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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