



Transition Capital Partners Announces the Acquisition of PulseConnect and UnsubCentral

Transition Capital Partners (“TCP”), a Dallas-based private equity firm, is pleased to announce the acquisition of PulseConnect (“PC”) and UnsubCentral (“UC”).

PulseConnect and UnsubCentral, based in Austin, TX, were previously divisions of a New York based digital media company. PulseConnect is an award-winning email, mobile, and social media marketing platform that empowers brands to better communicate with customers, leading to greater engagement and revenue. UnsubCentral is the market leader in the field of CAN-SPAM and data privacy compliance, allowing advertisers, affiliate networks, and agencies to securely manage opt-out and customer lists across third party partners.

The transaction was completed on January 31, 2014. Petra Capital Partners provided subordinated debt and equity in support of the transaction.

“Email marketing is a powerful tool that allows brands to efficiently communicate with their customers while providing a strong, measurable ROI. Equally important for email marketers is compliance with Federal CAN-SPAM regulations,” commented Andy Foskey, TCP Managing Director. “TCP is very excited to partner with the management team at PC/UC as they continue to offer innovative solutions that ensure both goals are achieved.”

About PulseConnect

PulseConnect is an award-winning email, mobile and social marketing platform designed to help brands better communicate with their customers. Chosen by leading global companies, the PulseConnect platform empowers brands with the tools they need to intuitively create, manage and automate complex customer lifecycle communications that drive greater engagement and increased revenue.

About UnsubCentral

UnsubCentral offers the industry’s leading solution for email compliance and suppression list management. UnsubCentral provides advertisers, affiliate networks, and agencies with the necessary tools to comply with the CAN-SPAM Act by allowing them to securely manage opt-out and customer lists across third party partners.

About Transition Capital Partners

TCP (www.tcplp.com) is a Dallas, TX-based private equity firm specializing in acquiring lower-middle market, growth orientated companies. TCP provides business owners an opportunity to gain liquidity, while maintaining equity in the business for future upside. Since its founding in 1993, TCP has successfully invested in more than 30 middle market companies spanning a diverse array of industries.

We typically look for:

- Entrepreneurial, growth oriented businesses with revenues under \$100 million
- A history of growth and profits, with current EBITDA of \$2.0M to \$8.0M
- Key managers and/or founder(s) desiring to retain an equity stake and to remain with the business in a transitional or long-term role (full sale of company is also considered)
- Primary activity in the United States (preference for the Southwestern or Southeastern US, but not necessary)
- Definable growth opportunities