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## **JMI Equity Invests \$30 Million in Leading Interactive TV Advertising Firm BrightLine**

### ***Investment Reflects BrightLine's Position as the Leader in the Strategic Application of Advanced TV Advertising Solutions***

BrightLine, the leading provider of marketing services in the interactive TV advertising space, today announced that it received a strategic growth investment from JMI Equity, a private equity firm focused on investing in leading software, internet and business services companies.

Headquartered in New York City, BrightLine develops and executes advanced TV marketing strategies for global consumer products companies including Unilever, GlaxoSmithKline, Intuit, Cisco and Kellogg's. The company's proprietary process aggregates consumer behavior trends and measures program results across all cable, satellite and other TV platforms, providing a unique value to its clients that extends beyond traditional TV advertising. BrightLine transforms TV advertising into an effective, consumer-driven interaction, resulting in superior viewer involvement that leads to deeper engagement and higher levels of brand recall, purchase intent and product sales.

"BrightLine has incredible momentum," said Jacqueline Corbelli, Chief Executive Officer and Co-Founder of BrightLine. "The experience and resources that JMI brings will support our strong growth trajectory and further solidify our market leadership position. We look forward to working with the JMI team to develop several strategic initiatives BrightLine has underway."

"We believe that BrightLine is the clear leader in this market and are very pleased to announce our investment in the company," said Brad Woloson, JMI General Partner. "Jacqueline and her team are extremely talented, and their innovative services are helping companies break through a complex and fragmented media landscape to engage with consumers in meaningful and rewarding ways. Interactive TV should continue to play an integral role in advertising and we see a number of growth opportunities that we believe we can help BrightLine achieve."

JMI will have a minority interest in BrightLine. Mr. Woloson will join BrightLine's Board of Directors.