

PNC RIVERARCH CAPITAL COMPLETES DIVIDEND RECAP AT WOMEN'S MARKETING, INC.

May 13, 2015

PNC Riverarch Capital, in partnership with NXT Capital, has completed a dividend recapitalization at Women's Marketing, Inc.

"We are pleased to work with NXT Capital to complete the refinancing of WMI along with its recent acquisition of Flying Point Media, a highly strategic investment that further solidifies WMI's digital media offering," said Michael Hand, managing director, PNC Riverarch.

Women's Marketing, Inc. is the leading media strategy and activation agency for brands targeting women with a strong history of providing emerging and ambitious established brands with the insights, media access and strategy to compete against the world's biggest marketers. With offices in Westport, Conn., New York City and California, Women's Marketing has become the authority on how media inspires and moves women along the path-to-purchase. The company's use of multiple platforms allows marketers to create an immersive consumer experience, with end-to-end optimization, tracking and analytics to ensure that advertising campaigns deliver results. The Women's Marketing investment for PNC Riverarch Capital is led by Michael Hand, managing director; Robert Dolan, director; and Patrick Sturm, associate. Hand and Dolan represent PNC Riverarch Capital on the WMI board of directors.

NXT Capital was the Sole Lead Arranger, Sole Bookrunner and Administrative Agent for this transaction.

PNC Riverarch Capital is a middle-market private equity group that invests in privately-held companies headquartered throughout North America. It seeks to invest \$10 million to \$50 million per transaction in support of recapitalizations, leveraged and management buyouts, corporate divestitures, and growth financings. PNC Riverarch invests in well-positioned companies across a variety of industry sectors, including outsourced services, specialized manufacturing and value-added distribution. Since 1982, PNC Riverarch and its predecessors have provided equity capital to more than 100 companies. PNC Riverarch Capital is a division of PNC Capital Finance LLC, a wholly owned indirect subsidiary of The PNC Financial Services Group, Inc. (NYSE: PNC).

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