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Non-Control Capital for the Middle Market

PRESS RELEASE

Cyprium Partners Announces New Sponsorless Mezzanine Investment in Bensussen Deutsch & Associates, LLC (BDA)

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Cleveland, Ohio: Cyprium Partners, a non-control private equity firm, is pleased to announce its new sponsorless mezzanine investment and commitment in Bensussen Deutsch & Associates, LLC (BDA). This investment was the eleventh transaction from the firm's Cyprium Investors IV fund, which closed in December 2014.

Founded in 1984, and headquartered in Woodinville, Washington, BDA is a full service promotional agency specializing in holistic branded merchandise solutions designed for its Fortune 1000 customers, major professional sports leagues and teams, and worldwide entertainment properties. The Company also has a consumer products division that, including other initiatives, is one of the largest 3rd party video game accessories innovators under its "PowerA" brand (see www.BDAinc.com and www.PowerA.com).

BDA is led by its co-founders and childhood friends, Eric Bensussen and Jay Deutsch who inspire their company every day and have orchestrated tremendous revenue growth and customer diversity over the past 32 years. "Cyprium is excited and honored to have the opportunity to invest in Eric and Jay's company, the largest privately held advertising specialties and branded merchandise agency for enterprise clients in the United States," said Mike Conaton, a Managing Partner at Cyprium Partners. "We look forward to supporting BDA's aggressive growth through organic expansion and strategic acquisition."

"They are a very progressive company, and this is why we chose to partner with Cyprium. Mike and his team share our commitment and market outlook, and we know this will further drive our value and opportunities," said Jay Deutsch, CEO of BDA. "We plan on keeping both sides very busy over the next few years."

ABOUT CYPRIMUM PARTNERS

Cyprium Partners is a private equity firm focused on non-control (minority ownership) investments. Cyprium utilizes a combination of subordinated debt, preferred stock, and/or common stock to enable privately-held businesses, entrepreneurs, and management teams to achieve their financial and strategic objectives. With offices in Cleveland, New York, and Chicago, the firm invests \$10 million to \$60 million per transaction in U.S. and Canadian companies with \$8 million or more of EBITDA. Learn more about Cyprium Partners at: www.cyprium.com.

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