



## **BERINGER CAPITAL LAUNCHES FUND II AND INVESTS IN MATCH MARKETING GROUP**

**December 19, 2011 (Toronto, ON)** - Beringer Capital, a Toronto based private equity firm focused on the marketing services, specialty media and advertising industries, is pleased to announce that it has had a successful first close of Beringer Capital Fund II and has completed its first investment for the fund.

Beringer Capital Fund II builds on the successful track record established with the team's first fund. The investments in Fund I were focused on attractive and growing segments of the marketing and media industry. Leveraging the team's breadth of experience, extensive network, and in-depth industry expertise, Beringer Capital invested in five companies and in 2011 exited the last investment remaining of Fund I.

Fund II will focus on developing a leading North American marketing services platform. The team has generated a large pipeline of acquisition targets that have attractive fundamentals and are well positioned to achieve strong growth.

Perry Miele, Chairman of Beringer Capital, believes that Beringer is uniquely positioned to execute this investment strategy. "Beringer has a group of professionals and industry veterans that collectively possess the right combination of skills to drive success in Fund II. Our experience in client development, finance, and operations will be invaluable assets to propel growth in our portfolio companies."

Beringer Capital has recently closed an investment in Match Marketing Group, partnering with Brett Farren, President & CEO, along with the existing management team.

Match Marketing Group is a leading consumer activation agency that targets consumers with relevant brands by engaging in one-to-one interactions at events, retail, and proprietary environments. The company has approximately 3,000 associates across Canada and the United States, an impressive track record of delivering results for its clients and their brands, and a strong growth history. Its client roster includes Fortune 100 companies across all major industry categories.

Brett Farren believes that Beringer is the right strategic partner to enable the next stage of growth. "Beringer Capital is aligned with our vision and brings a wealth of experience and resources which will be invaluable in helping Match expand its services and reach to better serve customers."



Beringer Capital plans to have a final close of Fund II in 2012.

**About Beringer Capital**

Beringer Capital [www.beringercapital.com](http://www.beringercapital.com) is a private equity firm based in Toronto, Canada, that focuses on the marketing services, specialty media, and advertising industries in North America.

For further information:

Perry Miele, Managing Director  
(416) 928-2166 ext: 5246

Bill Kostenko, Managing Director  
(416) 928-2166 ext. 5224

Andrea Nickel, Managing Director  
(416) 928-2166 ext. 5202

Joe Prosperi, Managing Director  
(416) 928-2166 ext. 5212

Mike Sifton, Managing Director  
(416) 928-2166 ext. 5247