

Press Release

**Media Contacts**

Millpond Equity Partners, Boca Raton, FL  
Larry Shagrin, (561) 322-2080  
[lshagrin@millpondequity.com](mailto:lshagrin@millpondequity.com)

**Millpond Equity Partners Completes Acquisition of BrandRep**

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Boca Raton, FL – Millpond Equity Partners (“Millpond”) announced today the acquisition of BrandRep LLC, a leading provider of digital marketing services for small and medium sized businesses (“SMBs”). BrandRep, headquartered in Irvine, California, offers SMBs a portfolio of digital marketing services, including Local Search Engine Optimization (“SEO”), Website Creation, Local Directories, Brand Alerts, and Review Generation, which provide businesses an increasingly important digital presence.

BrandRep combines a broad offering, providing a one-stop solution to businesses, with an attractive price point and an efficient, scalable delivery and service platform ideal for its SMB target market. BrandRep serves a diverse base of more than 18,000 customers across the U.S. and Canada in various end-markets, including healthcare, home maintenance, retail, beauty, construction, and others. BrandRep will serve as a platform for Millpond to develop a leading digital marketing services company serving the SMB market.

“For nearly a decade, BrandRep has offered its SMB customer base a highly attractive value proposition and we look forward to working in partnership with management to expand the customer base and service offering,” commented Millpond Equity Partner Jeff Tobin. Millpond is actively working with Cary Burch, an experienced industry executive who will continue to provide guidance to Millpond and the Company, as well as, serve as Executive Chairman of the BrandRep Board of Directors. Cary’s recent background includes serving as division president and innovation executive with Thomson Reuters. He has also served as a board member of several digital marketing businesses and brings extensive executive leadership and industry experience.

“I have enjoyed partnering with Millpond and look forward to working with the team to utilize BrandRep’s proprietary technology to better serve customers while leveraging BrandRep’s digital marketing platform for new product offerings. BrandRep is the ideal platform to grow organically while developing new partnerships and positioning the business for strategic acquisitions,” stated Cary Burch.

“The investment in BrandRep is consistent with Millpond’s strategy of acquiring growth-oriented, lower middle market service businesses that provide specialized expertise, have recurring revenue elements, and can benefit from Millpond’s hands-on operating approach to value creation,” added Millpond Equity Partner Larry Shagrin.

Additional financing for the transaction was provided by Barings, Southfield Mezzanine Capital, Convergent Capital, and California Bank & Trust.

### **About BrandRep**

Based in Irvine, California, BrandRep is a leading provider of digital marketing solutions for small and medium sized businesses (“SMBs”). BrandRep offers SMBs a portfolio of digital marketing services, including Local Search Engine Optimization (“SEO”), Website Creation, Local Directories, Brand Alerts, and Review Generation, which provide businesses with an increasingly important digital presence. With over a decade of experience and as a Google Certified Partner, BrandRep serves a diverse base of more than 18,000 customers in various end-markets, including healthcare, home and maintenance, beauty and salons, construction, and others, across the U.S. and Canada. Since its founding, BrandRep has rapidly grown into the brand of choice for business owners seeking a robust, do-it-for-you portfolio of digital marketing services that help them to grow their business in their local market. For more information, please visit [brandrep.com](http://brandrep.com).

### **About Millpond Equity Partners**

Millpond Equity Partners is a private equity firm focused on investing in lower middle market, growth-oriented business services companies. Headquartered in Boca Raton, Florida, the Millpond leadership team has nearly 60 years of combined private equity and operating experience, deep industry expertise and a long track record of growing businesses and creating value alongside management teams. Millpond combines a partnership approach with extensive hands-on operational and investment management experience. Its experienced investment professionals work hand-in-hand with leaders of healthy and growing businesses, providing strategic guidance, resources and support while assisting those companies through their next phase of growth. For more information, visit [millpondequity.com](http://millpondequity.com).

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