

FOR IMMEDIATE RELEASE



Media Contacts

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

Futuri Media Acquires Prep+ from ReelWorld

Boca Raton, FL, September 30th, 2019 – Futuri Media LLC (“Futuri” or the “Company”), a leading provider of SaaS technology for audience engagement and sales intelligence to broadcasters and publishers, and portfolio company of Millpond Equity Partners (“Millpond”), has acquired Prep+, a provider of tech-enabled content software for broadcasters, from ReelWorld, a Seattle, WA based provider of off-the-shelf content for the radio and audio media industries.

Futuri provides its customers a comprehensive suite of software designed to drive audience engagement, revenue growth and enhanced sales team productivity. The Prep+ acquisition will enable Futuri to further enhance its content creation capabilities. Prep+ offers complete show prep for broadcasters and other media customers, provides constant updates of the most relevant news, music, entertainment and lifestyle stories as well as easy-to-use technology to enhance content with additional audio and video and enables the distribution of content to social media platforms.

“Futuri remains committed to supporting our clients’ needs and continually improving the quality and capability of our service offerings,” commented Futuri Co-founder and CEO, Daniel Anstandig. “With the Prep+ acquisition, we have added to the breadth and depth of our audience engagement offerings to assist our clients in developing the most relevant content and distributing that content to drive audience ratings and revenue. We are extremely excited to provide another value-added tool as part of our service offering.”

“The Prep+ acquisition further cements Futuri as the market leader in show prep and content development for the broadcast and digital publishing markets,” said Millpond Equity Partner, Larry Shagrin. “We look forward to continuing to assist the Company in pursuing both organic and acquisition-driven growth initiatives.”

About Prep+

Prep+ provides tailored content from a variety of highly relevant, localized sources and is an integrated platform that makes identifying and preparing the most captivating on-air topics easy and efficient. Prep+ also provides a vast selection of accompanying digital audio and video content through its platform to provide multimedia options to engage listeners. By using Prep+, on-air talent and promotional directors can seamlessly curate the content their listeners

are most interested in and ultimately help drive revenue growth. For more information, please visit futurimedia.com/prepplus.

About Futuri Media

Futuri Media is a global leader in SaaS technology designed to drive audience and revenue growth by deepening consumers' trust in, affinity for, and loyalty to brands and the teams who represent them. Futuri Media's audience engagement and sales technology, for which it holds 11 published or pending patents in 151 countries, is used by thousands of broadcasters and publishers worldwide. Named to the Inc. 5000 List of America's fastest-growing private companies for five consecutive years, Futuri Media's best-in-class customer support is a key driver of its growth. Founded by CEO Daniel Anstandig in 2009, Futuri Media is dedicated to driving measurable success for its partners through innovative SaaS technology, proactivity, speed, and trust in all of its relationships. For more information, please visit futurimedia.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 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, please visit millpondequity.com.

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