

PNC ERIEVIEW CAPITAL IS PLEASED TO ANNOUNCE ITS INVESTMENT IN ADVANTAGE BUSINESS MEDIA

January 31, 2014



PNC Erievue Capital recently completed an investment in Advantage Business Media (“ABM” or the “Company”) in connection with Owner Resource Group’s acquisition of the Company in partnership with management. PNC Erievue Capital provided subordinated debt and an equity co-investment in the transaction.

About Advantage Business Media

With a 40-year legacy, ABM is a full-service digital marketing and information services company providing up-to-the-minute, targeted and relevant editorial content to professionals across the science, design, manufacturing and communication markets. ABM delivers its content through a wide range of media solutions, including daily e-newsletters, branded websites, webcasts, videos, white papers, print media, conferences and live events. The Company’s talented and dedicated employees maintain a portfolio that includes 24 highly regarded, industry-focused brands including Industrial Distribution, Electronic Component News, Product Design & Development, Food Manufacturing, IMPO (Industrial Maintenance and Plant Operation) and Manufacturing.net, among others.

About PNC Erievue Capital

PNC Erievue Capital is a Cleveland, Ohio-based investment firm that is currently managing subordinated debt and/or minority equity investments in approximately 50 platform companies. With a history dating back to 1979, PNC Erievue Capital has completed 205 platform investments, including 176 with middle-market, private-equity sponsors.

PNC Erievue Capital seeks to invest between \$5 million and \$40 million of subordinated debt and/or equity co-investment per transaction to finance leveraged buyouts, recapitalizations and growth opportunities in a wide range of industries.