

FOR IMMEDIATE RELEASE

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Leeds Novamark Capital Invests in BrandShare

Reston, VA - April 28, 2015. Leeds Novamark Capital ("LNC") is pleased to announce that it has provided subordinated debt and an equity investment for the recapitalization of IDR Marketing Partners, LLC d/b/a BrandShare ("BrandShare") by Aperion Management, LLC ("Aperion"), industry executive, Steven Trepp, and management. Headquartered in Berwyn, PA, BrandShare is the leading eCommerce media network in the United States providing exclusive access for marketers of consumer packaged goods and other blue chip advertisers to reach consumers in their homes through a variety of means, including custom content (both digital and printed), exclusive offers, and product samples in eCommerce packages from leading online retailers. Led by its President and Co-Founder, Doug Guyer, BrandShare's strong management team will remain significant investors in the company and continue to manage day-to-day operations.

Steven Trepp is a successful digital content and marketing services industry veteran who previously held senior leadership roles at FreshSpace Media, Ticketmaster Online-Citysearch, Evite.com, and TMP Worldwide.

"BrandShare's management team has built a unique network that offers a significant value proposition to both its customers and its eCommerce retail partners. We are thrilled to partner with the BrandShare team as the company enters its next stage of growth", said Matt Kelty, Managing Partner of LNC.

"LNC's flexibility in offering a tailored combination of debt and equity increased both the deal's certainty of close and speed of execution," said Kyun Park, Aperion Co-Founder. "We appreciated their collaborative approach in diligence and structuring and they will be a strong partner going forward."

About Leeds Novamark Capital

Based in Northern Virginia, Leeds Novamark Capital is a licensed Small Business Investment Company with over \$235 million of capital under management that provides debt and equity capital to lower middle market companies. Leeds Novamark invests across a broad range of industries and typically provides between \$5MM and \$20MM of capital to companies in support of buyouts, recapitalizations, refinancings, and acquisition and growth financings. The firm seeks companies that generate at least \$2 million of EBITDA and places an emphasis on management-owned and family-owned business.