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nxtMOVE provides customer diligence to Beekman on acquisition of out-of-home advertising company Brite Media

May 2014, Herndon, VA.---- Beekman Investment Partners II, LP (Beekman), announced that an affiliate has acquired select assets of Brite Media, LLC ("Brite Media" or the "Company"), a leading out-of-home advertising company focused primarily on "hand-delivered" marketing messages with high consumer engagement. Brite Media, a company with offices in New York, San Francisco, Los Angeles, Dallas and Reno, manages a nationwide network of retail partners for advertising products such as coffee-sleeves and "cash jackets" which are distributed through over 14,000 locations throughout the U.S. and Canada.

"As part of our diligence for this investment we once again engaged with nxtMOVE to develop customer feedback and insight on the market. Its research helped the team make a more sound investment decision," said Andrew Brown, Beekman Managing Director. nxtMOVE conducted a customer assessment/analysis centered on Brite Media's current and potential customers to supplement Beekman's legal and financial due diligence activities.

"The Beekman team identified outdoor advertising as an attractive industry segment, and has evaluated numerous opportunities in the sector over the last two years. Brite Media represents a compelling platform investment opportunity in the out-of-home advertising industry segment and we are excited to partner with Bruce and the Brite Media management team to continue the growth in the business," added Brown.

Brite Media is the fifth investment in Beekman's second private equity fund, which is focused on investing in lower middle-market companies in services sectors and partnering with management to accelerate growth and value creation. nxtMOVE similarly supported Beekman in the acquisition and integration of two companies to form REVA, the largest dedicated fixed wing air ambulance services provider in the U.S.

About Beekman: The Beekman Group is a leading private equity firm, based in New York, dedicated to bringing financial and operational resources to lower middle-market companies. Beekman's team consists of experienced private equity professionals, as well as a select group of Industry Partners, who are leading executives in Beekman's targeted industry segments. This Industry Partner approach to investing is the cornerstone of Beekman's investment strategy - creating value through accelerating growth in partnership with small and middle-market management teams. For more information, please visit www.thebeekmangroup.com.

About nxtMOVE: With over thirty-two years of experience in strategic acquisition and market research and analysis, nxtMOVE partners with senior leadership in public and private global companies to reduce their uncertainty about the external business environment. nxtMOVE's unbiased, actionable research enables management to make better-informed decisions regarding market direction, positioning, customer perceptions, new product introductions, and acquisitions. To take the nxtSTEP, visit www.thenxtmove.com.