



WallerSutton is a private equity fund focused on providing growth capital to select companies within media and communications industries in conjunction with proven management and operating teams.

The Fund seeks to leverage its network of relationships as well as the industry, operating and financial expertise of its Partners and Principals to help management teams build successful companies and generate significant long-term capital appreciation for investors.

- Build *sustainable* value for your business
- Create lasting partnerships with talented entrepreneurs and management teams
- Contribute resources above and beyond capital including:
 - Industry expertise
 - Senior management and director level contacts
 - Growth and development strategy
- Unique focus on small, established companies that are well positioned within our areas of expertise who are seeking growth capital
- Fifteen years of investment management experience from two funds and twenty-five investments
- Our four Partners possess a combined 90+ years of industry and investment expertise within our target sectors
- Comfortable with control or minority investment positions

- Cable TV
- Broadcasting (Radio and TV)
- Publishing
- New Media
- Outdoor Advertising & Other Out-of-Home Media
- Marketing / Advertising Services & Software
- Wireless & Wireline Communications
- Tower Operators
- Database / Information Services
- Information & Communications Technology
- Programming & Entertainment Content

Fund Size

\$165 million in committed capital from 70 Limited Partners

Investment Scope

Generally \$5 to \$15 million; though we have done smaller deals (\$2 to 3 million) and we are capable of doing larger deals through the co-investment capabilities of our Limited Partners

Investment Stage

Consideration is given to expansion capital for early- to mid-stage companies as well as for leveraged acquisitions, buyouts and recapitalizations for better-established, profitable companies

Capital Structure

Typically preferred stock, but we also consider mezzanine debt

In an environment where equity capital is abundant, WallerSutton is differentiated by:

- Unique focus on smaller companies, allowing us to do smaller deals
- Relationship- and partnership-focused investment approach
- Co-investment opportunities for management teams
- Management incentives
- Extensive senior management and director-level relationships and contacts within the media and communications industry
- Flexible investment parameters
- Industry expertise
- Operating experience *and* financial acumen

Current Portfolio of Investments



AAT is the nation's largest privately held provider of wireless tower sites, serving major wireless carriers and a premier group of site-management clients. AAT's current tower portfolio consists of more than 7,800 owned and managed sites throughout the United States.



Discover Media was formed to acquire the assets of Discover Magazine, one of the world's leading consumer science magazines, and among the top 125 consumer magazine titles in the U.S. Founded in 1980, Discover covers a variety of scientific fields as diverse as space travel, paleontology, and medical technology. Backed by co-investors WallerSutton and Sandler Capital, Discover Media acquired the magazine from The Walt Disney Company, and will likely seek to acquire other related media properties in the future.



J Sports Boston was formed to operate two ESPN-formatted sports radio stations in the Boston, MA market. Through an exclusive long-term licensing agreement with ESPN Radio, J Sports broadcasts ESPN Radio's nationally syndicated sports programming, together with local content, on WAMG 890 AM and WLLH 1400 AM. J Sports may also look to expand into other major radio markets.



Poindexter Systems is a leading provider of ad serving and optimization technology for online marketers. Poindexter's flagship product, Progressive Optimization Engine (POE), optimizes campaign performance by using sophisticated statistical modeling technology to deliver targeted ads. POE is seamlessly integrated with SmartServe, Poindexter's innovative ad serving technology.



Route 81 Radio acquires and operates community-based, locally programmed radio stations serving small to medium Arbitron-rated markets in the New England and Mid-Atlantic regions. Current stations are located in Elmira/Corning, NY, Wilkes-Barre/Scranton, PA, Harrisburg, PA and Philadelphia/West Chester, PA markets.

Partners



Cathy Brienza



Bill Ingram



John Waller



Jack Woodruff

Principals



Hugh Kinsman
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