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Sent: Tuesday, September 02, 2014 3:14 PM
To: David Bonrouhi
Subject: Calabasas Capital Advises ASI Entertainment on its Sale to Screen Engine

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CALABASAS CAPITAL

Calabasas Capital Announces Another Successful Transaction

September 2014

Dear David,

We hope you're enjoying these last days of summer. Our summer has been quite busy with a significant increase in deal flow, including the following transaction that we recently completed successfully for a Southern California-based business services company focused on the entertainment industry.



CALABASAS
CAPITAL

ASI
ENTERTAINMENT

has been acquired by:



ASI Entertainment and Screen Engine are both entertainment-industry focused full-service market research services companies.

Calabasas Capital served as financial advisor to ASI Entertainment.

ASI Entertainment is a full service market research services firm based in North Hollywood which has been in business for over 50 years and specializes in dial research for TV, advertising, politics and mock juries. The company has conducted research for every broadcast and cable television network. Headquartered in Century City, Screen Engine is a full service market research and marketing information agency with an emphasis in the entertainment category that works with clients to better identify and leverage opportunity and assess and manage risk.

ASI executives and co-owners, Beverly Bolotin, CEO, and Elliot Rosenberg, President, commented, "We are very pleased with the closing of this transaction. We were keenly focused on maintaining the legacy of ASI and partnering with an exceptional forward-looking buyer like Screen Engine. We believe the combined companies will be able to accelerate growth well into the future. We selected Calabasas Capital based on their expert understanding of the entertainment industry-focused business services sector. Their commitment was instrumental in helping us select what we feel is the perfect partner and ultimately closing the transaction."

To learn more, read the [press release](#).

About Calabasas Capital

Calabasas Capital is a boutique investment banking firm that provides the following financial advisory services primarily to lower-middle-market privately-held companies, business owners and entrepreneurs:

- Sell-Side and Buy-Side Mergers & Acquisitions
- Private Equity & Debt Capital Raising
- Acquisition Financing
- Financial Restructuring
- Late-stage Venture Capital Raising
- Sales of non-core assets/divisions of larger public and private companies

Our principals have significant investment banking and private equity experience working with companies in a broad range of manufacturing and services industries with particular expertise in consumer products and services, business services and technology.

Thank you for continuing to keep us in mind for opportunities. Here's to a strong final few months of the year for everyone.

Regards,

David Bonrouhi Andre Stokes Brandt Blanken

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