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CAPITAL

Calabasas Capital Completes Three Transactions in the Entertainment-Related Business Services Sector

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LOS ANGELES, Feb. 27, 2015 /PRNewswire/ -- Calabasas Capital, a Los Angeles-based boutique investment banking firm, announced the completion of its third recent M&A transactions in the entertainment-related business services sector.

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Calabasas Capital served as buy-side M&A advisor to Burbank-based Visual Data Media Services, Inc., in its December 2014 acquisition of London-based re:fine. Visual Data provides content management, distribution, storage and post-production services to worldwide media outlets and has been growing rapidly over the past several years. re:fine specializes in content processing and digital-media.

The deal will provide access to each other's markets, technologies and infrastructure. Both re:fine and Visual Data have established successful business models, client bases and third-party accreditations as vendors for content networks and broadcasters, including Netflix, iTunes, Google and the UK's ITV.

John Trautman, CEO of Visual Data, said: "Client demands have led us to this expansion into Europe and we have found in re:fine a company that shares our vision, excellent client relationships and impressive technological expertise. We were very pleased to have worked with Calabasas Capital on this transaction. David Bonrouhi and his team are experts in structuring and negotiating M&A transactions as well as private equity and debt financings and their assistance was instrumental in getting this deal done."

Just a few months earlier, Calabasas Capital represented ASI Entertainment in its sale to Screen Engine in August. Both companies are based in Los Angeles and both provide market research services to the entertainment industry.

ASI executives and co-owners, Beverly Bolotin, CEO, and Elliot Rosenberg, President, commented, "We are very pleased with the closing of this transaction. We believe the combined companies will be able to accelerate growth well into the future. We selected David Bonrouhi and his team at 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."

Calabasas Capital also represented Background Images, a Valencia-based equipment rental firm to the entertainment industry, in a mezzanine debt financing transaction recently.

Calabasas Capital Managing Director **David Bonrouhi** said, "We are pleased to have helped Visual Data, ASI Entertainment and Background Images complete these strategic transactions. Lower middle market companies need sophisticated M&A advisors and we believe we fill a largely underserved market by positioning ourselves right in between the larger mid-market investment banks and the business broker community." Mr. Bonrouhi went on to say, "In terms of timing, the current M&A environment remains robust and many sellers are deciding it's a great time to explore a sale of their business or tap the private capital markets for growth capital."

About Calabasas Capital

Calabasas Capital is a boutique investment banking firm that provides sell-side and buy-side M&A advisory and private equity and debt capital raising services to lower-middle-market privately-held companies. Securities offered through Fallbrook Capital Securities Corp. Member FINRA – SIPC.

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