

ShareTracker Acquires Centris

Third acquisition in two years continues to position ShareTracker as the leading provider of performance data on which top communication industry executives depend

BETHESDA, MD//JANUARY 6, 2016// ShareTracker, an RLJ Credit portfolio company, announced that it has reached an agreement to acquire the market share and FlowShare firm, Centris Marketing Science. ShareTracker is the largest U.S. market research company dedicated to telecom market share and FlowShare measurement products and analytics.

Founded in 1997, Centris serves the pay-TV, broadband and telecom sectors as well as several media clients, home security firms and the federal government with its research and analytics.

“Since our first acquisition in 2014, ShareTracker has grown five-fold in revenue and employees,” said Eric Fogle, ShareTracker president. “ShareTracker now serves nearly all the major players in the cable and telecom sectors that depend on performance data to inform their strategic, operational and marketing plans.”

“ShareTracker has long supported the communications industry by delivering accurate FlowShare measurement, a technology-based approach for determining telecom market share and customer movement between competitors,” said Trevor Gregg, Managing Partner of RLJ Credit Management, LLC. “The Centris acquisition grows ShareTracker’s portfolio of clients while further enhancing its ability to accurately measure market share and explain the dynamics of change.”

Centris formerly was part of AUS, a portfolio of operating companies with an emphasis on data-driven operations and consulting services.

Centris market share and FlowShare services and staff will operate under the ShareTracker brand. In November 2015, ShareTracker announced its acquisition of GeoResults, a telecom marketing database company that continues to operate in Cumming, Georgia, as GeoResults, a ShareTracker Company. ShareTracker first acquired market and FlowShare measurement products from an American global information and measurement company in March 2014.

ABOUT SHARETRACKER

ShareTracker (www.sharetracker.net), formed in 2003, is the leading provider of market and FlowShare measurement solutions to the communications industry. For more information visit: www.sharetracker.net.

About RLJ CREDIT

With offices in Bethesda, MD and Short Hills, NJ, RLJ Credit Management, LLC, makes senior debt and subordinated debt investments in middle market companies. RLJ Credit provides flexible capital solutions to facilitate buyouts, recapitalizations, refinancings, and growth financings. The Principals of RLJ Credit have extensive experience partnering with middle market companies, across a broad range of industries, to support growth and create value. We successfully partner with private equity firms, investment banks, and operating executives to deliver our full range of financial and strategic resources. For more information visit: www.rljcredit.com.