

VINTAGE FUND MANAGEMENT, LLC

FOR IMMEDIATE RELEASE

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Los Angeles, CA

Vintage Capital Partners, L.P. Announces Investment in Channel M, Inc.

Los Angeles, CA – Vintage Capital Partners, L.P. (“Vintage Capital”) announced the closing of its initial \$4.0 million investment in Channel M, Inc., a leader in non-traditional, out-of-home marketing and advertising services. Vintage Capital has also expressed its willingness to participate in follow-on investments supporting future growth requirements.

Founded in 1989 and with offices in Los Angeles and New York, was one of the first media companies to launch an in-store television network. Today, Channel M is a fully integrated media company providing turn-key marketing solutions to its clients seeking to engage the consumer through “Face-Based” activities. Channel M offers a portfolio of partnerships, each reaching a consumer segment and delivering clients’ messages during lifestyle and retail activities, encompassing more than 20,000 retail locations.

The investment by Vintage Capital Partners was made to support the company’s growth initiatives. Mark Sampson, Managing Director of Vintage Capital Partners said “We are extremely pleased to invest alongside David Teichner and Eric Hebel and their team. We believe the company, with its expanding base of venue partners and long history of success, is well positioned to continue its strong growth and we look forward to working with the company going forward.” David Teichner, CEO of Channel M, said “Channel M is thrilled to have Vintage Capital Partners involved with the company. Their investment and support will assist in the company’s growth strategy as we continue expanding our leadership position in the booming non-traditional media marketplace.”

Vintage Capital Partner’s, L.P. is a private equity firm headquartered in Los Angeles providing structured equity investments to facilitate growth, recapitalization and restructuring in support of successful middle market businesses owners.

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