



BISON CAPITAL PARTNERS IV, LP ANNOUNCES SALE OF ITS INVESTMENT IN EASE ENTERTAINMENT SERVICES

Beverly Hills, CA (August 14, 2015) – Santa Monica-based Bison Capital Partners IV, LP ("Bison Capital") completed the sale of its security holdings in Ease Entertainment Services, LLC ("Ease" or the "Company"), in conjunction with the Company's sale of certain assets to Entertainment Partners ("EP").

Ease provides the only studio-grade, all-in-one production management platform in the industry. Every studio and major independent production company in North America has used at least one Ease Entertainment solution. The Ease Entertainment platform consists of its state-of-the-art production finance applications, coupled with full-service payroll; its unique portfolio of physical production automation and development tools, called Scenechronize™; and the Ease Studio Hub, its studio production information management and security system.

"It has been an exciting run with the outstanding management team at Ease. This transaction is a testament to the tremendous business model and dynamic organization that Mike Rose and Ruben Rodriguez have built," said Doug Trussler, Partner at Bison Capital. "Management's strategic vision to modernize the production process led to the development of highly differentiated software solutions for its entertainment customers and ultimately drove the compelling value proposition for a combination with EP," added Kurt Pilecki, Vice President at Bison Capital.

"Bison Capital was the ideal strategic partner to take Ease to the next level. Doug Trussler, Kurt Pilecki and the entire Bison team's expertise and input was invaluable to Mike and me, and was a key component in helping us to increase Ease's profitability," said Ruben Rodriguez, President of Ease. "Bison was the perfect partner at the perfect time," added Mike Rose, CEO of Ease. "Doug and Kurt dove into areas we hadn't been able to focus on yet, and helped us vastly accelerate our business plan."

Bison Capital is a Los Angeles and New York based firm that makes growth capital investments in middle-market companies, public or private, for expansion, acquisitions and balance sheet recapitalizations. The firm's primary investment focus is partnering with entrepreneurs and management teams seeking capital to grow their businesses.