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**February 24, 2016**

## **BISON CAPITAL PARTNERS IV, LP ANNOUNCES INVESTMENT IN CARTASITE**

Denver, CO (February 24, 2016) – Bison Capital Partners IV, LP ("Bison Capital") has announced its investment in Cartasite, LLC ("Cartasite" or the "Company"). Cartasite is a leading provider of Industrial Internet of Things ("IoT") solutions to enterprises in asset and resource intensive industries. Bison Capital's investment will be used to fund the growth of Cartasite, and comes as oil and other commodity prices have placed increasing pressure on producers and servicers to drive efficiency from their employees and assets. The Company has emerged as a market leader in driver safety, fleet management, asset monitoring and field operations for companies such as ConocoPhillips, Cameron and Anadarko. Cartasite's solutions have delivered measurable ROI and demonstrable improvements in performance across a wide range of geographies and use cases.

Cartasite's worldVIEW is a realtime geospatial platform embraced by companies in 36 countries to ensure the effective utilization of assets and the safety of their remote workers. "The new financing will enable us to enter new markets, extend the breadth of services we offer, and deepen the integration of our offering into the business systems and processes upon which our customer's depend," said David Armitage, CEO of Cartasite.

Bison Capital's investment will enable Cartasite to scale its sales and operations, further strengthen its proprietary technology and IP, and accelerate the commercialization of additional offerings. Bison invested with a long term thesis around the value of vertically focused IoT software and is expected to assist the Company in increasing its recurring revenue base and reach. Andreas Hildebrand, a Partner at Bison Capital, noted, "Cartasite has established itself as one of the leaders in the emerging Industrial Internet of Things marketplace, delivering practical solutions that address operational efficiency, safety, and security. We believe that realtime systems will transform and streamline business process, and Bison is pleased to partner with Cartasite to build upon their success."

### **About Cartasite**

Cartasite was formed in 2004 with the goal of delivering practical technology solutions that enhance safety, security, and operating efficiency for corporations worldwide. With deployments worldwide, customers rely on Cartasite's realtime monitoring systems to produce results that enhance operating efficiency, save lives, and protect the environment.

### **About Bison Capital**

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

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