



## **BISON CAPITAL PARTNERS IV, LP ANNOUNCES INVESTMENT IN EASE ENTERTAINMENT SERVICES**

Beverly Hills, CA (November 4, 2014) – Santa Monica-based Bison Capital Partners IV, LP ("Bison Capital") announced today that it has closed a major investment in Ease Entertainment Services, the entertainment industry's fastest-growing payroll and software services firm. Ease provides the only studio-grade, all-in-one production management platform in the industry. Marrying financial with logistical production information, Ease is able to deliver a radically new level of compliance, governance, transparency, data security and efficiency, fundamentally transforming how studios manage their production and development operations.

Every studio and major independent production company in North America has used at least one Ease solution. The Ease 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.

The company is set to debut its next generation of services at a viewing party and launch event at the SLS Hotel on November 5. The new tools and technologies include the industry's first and most comprehensive Digital Start Packets™ system, Automated Time Cards, and its Closed-Loop Security suite of tools, which provide unparalleled control over the distribution of sensitive production information, including scripts.

"While the medium for film and television has gone digital, the process for making film and television projects remains manually-intensive and paper-based, and doesn't leverage technology," said Ease founder and CEO Mike Rose. "Our strategy is rooted in leveraging tomorrow's technology to create solutions that automate many of the administrative tasks that bog down producers. This allows them to spend more time on the creative process."

Rose added "Bison shares this vision, and has made a substantial investment in the firm which allows us to continue to develop and launch the pioneering technology that distinguishes Ease from our competitors. Ease has the most advanced software solutions for the production community available in our industry, and we are tremendously excited to partner with the entire team at Bison."

"With its compelling technology and high quality services, we believe Ease is uniquely positioned to modernize the production process for its entertainment customers. We are very excited to partner with Mike Rose and his management team as Ease pursues its growth objectives," said Doug Trussler, a Partner at Bison Capital.

The Bison investment marks the second major financial move the Company has made in the last 24 months, having acquired Scenechronize in 2012. Precise terms of the Bison investment were not disclosed.

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.

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