



September 26, 2012

BISON CAPITAL PARTNERS IV, LP ANNOUNCES INVESTMENT IN WESTSTAR TV LIMITED

Santa Monica, CA – Bison Capital Partners IV, LP (“Bison Capital”) announced its investment in WestStar TV Limited (“WestStar”). The company is the leading provider of cable television services to pay-TV subscribers in the Cayman Islands and is a minority owner in Bermuda Cablevision Limited (“Bermuda Cablevision”), Bermuda’s primary cable television system and internet provider. Bison Capital’s investment was made in partnership with Robert Taylor, a seasoned telecom industry executive and entrepreneur who is also assuming the position of Chief Executive Officer of WestStar. Also investing in the transaction are Bison Capital limited partners, Thrivent Financial for Lutherans and TIAA. The investment proceeds were used to acquire WestStar and to provide capital to complete the company’s build-out of a Fiber-To-The-Home (“FTTH”) network in the Cayman Islands.

WestStar currently owns and operates a Multichannel Multipoint Distribution System (“MMDS”) wireless cable system, which provides 140 top quality channels and a broadcast television station in the Cayman Islands. WestStar is the dominant subscription TV provider in the Cayman Islands and is currently implementing a FTTH build-out which enables the company to enhance its video channel programming and expand its product offering to include high speed internet services and telephony.

“Bison Capital is very excited to be partnering with such an experienced and capable executive as Bob Taylor in acquiring a great company in WestStar. We believe the opportunity to grow the company’s capabilities and provide outstanding products and services to the people of the Cayman Islands will provide tremendous benefits for both our investors and the company’s customers” said Peter Macdonald, a Partner at Bison Capital.

WestStar CEO Bob Taylor commented, “WestStar is an extremely well run operation and it is exciting to have the opportunity to build on that strong foundation to lead the telecommunications revolution in the Cayman Islands. Our FTTH network is changing the way people connect with each other while creating new opportunities for growth in the Caymans.”

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.

Bison Capital Asset Management, LLC – Bison Capital Partners IV, LP

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