

StrongView Signs Agreement for Strategic Growth Investment from HGGC to Accelerate Its Contextual Marketing Vision

Redwood City, Calif., September 21, 2015 – StrongView, a leading provider of contextual marketing solutions, today announced that it has signed a definitive agreement for a strategic growth investment from HGGC, a private equity firm with more than \$2.4 billion in assets under management, and its affiliates. The majority stake provides an influx of capital that will enable StrongView to accelerate its growth plans. Terms of the private transaction, expected to close in the next 30 days, were not disclosed.

StrongView was named a leader by Forrester Research Inc. in "The Forrester Wave™: Email Marketing Vendors, Q3 2014," where it was top-ranked in strategy and had the highest possible score for categories such as queries and segmentation, campaign performance testing, dynamic content, data integration, and security.

"We are excited to have found a great partner for the next chapter in StrongView's story," said Bill Wagner, CEO of StrongView. "HGGC brings more than just capital to StrongView. The firm has rich experience in marketing, customer experience, and eCommerce, and they share our vision in which companies build value through relationships that deliver value through context."

Based in Palo Alto, Calif., HGGC was named the 2014 Mid-Market Private Equity Firm of the Year by *Mergers & Acquisitions* magazine. This investment marks the firm's sixth investment in the marketing services technology space, following AutoAlert, Dealer-FX, MyWebGrocer, Selligent, and SSI.

"StrongView has built a world-class marketing platform that drives revenue for very large global enterprises," said Rich Lawson, CEO and Managing Partner at HGGC who will become Chairman of StrongView. "We share the company's vision that contextual consumer engagement drives deeper and more valuable customer relationships, and we are excited to help accelerate Strongview's success."

About StrongView

StrongView helps brands understand, engage, and deliver value to consumers. Recognized as a leading provider of email and cross-channel marketing solutions, StrongView is reinventing customer relationship marketing through customer context. Our contextual marketing solutions enable brands to recognize and act on consumers' fast changing circumstances before, during, and after each moment of engagement.

Based in Redwood City, Calif., and backed by leading investors, StrongView seeks to challenge traditional marketing approaches and enable customer context as a new foundation for delivering value.

About HGGC

HGGC, which was named 2014 Private Equity Firm of the Year by *Mergers & Acquisitions* magazine, is a leading middle-market private equity firm with over \$2.4 billion in cumulative capital commitments. Based in Palo Alto, Calif., HGGC is distinguished by its "Advantaged Investing" model that enables the firm to source and acquire scalable businesses at attractive multiples through partnerships with management teams, founders and sponsors who reinvest alongside HGGC, creating a strong alignment of interests. Over its history, HGGC has completed nearly 50 transactions including global platform investments, strategic add-on acquisitions, recapitalizations and liquidity events with an aggregate value of over \$10 billion. More information is available at www.hggc.com.