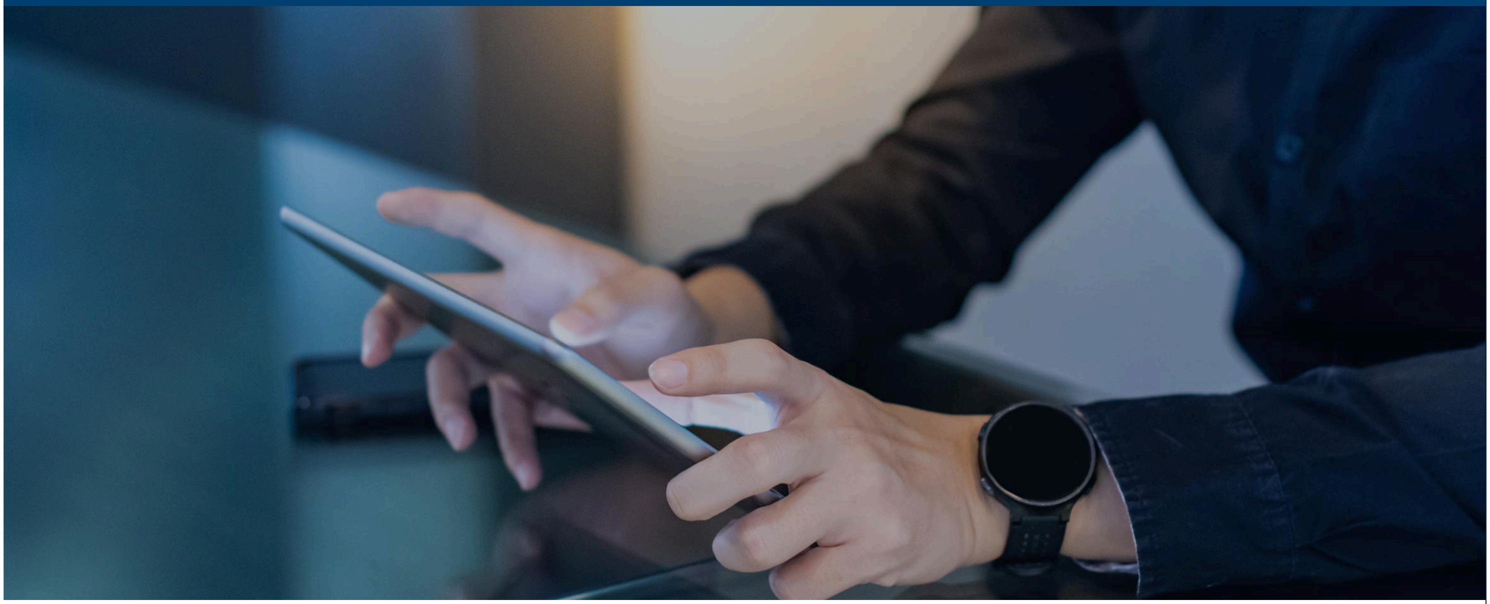

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Hibu, an H.I.G. Portfolio Company, Acquires

acquired the marketing technology platform, Signpost, Inc. (“Signpost”). Hibu is the leading provider of technology-enabled digital marketing solutions to small and medium-sized businesses (“SMBs”) across the United States.

Signpost’s marketing technology platform, which includes its Marketing Automation, Messaging Hub and Instant Response solutions, allows SMBs to design and deploy optimized text and email marketing campaigns, instantly respond to leads via automated text messages, manage communications across multiple platforms from an integrated messaging hub, and collect customer feedback and reviews. This one-stop marketing and communication tool empowers its clients to efficiently acquire, retain, and enhance relationships with prospective and existing customers to increase conversions from digital marketing campaigns.

Kevin Jasper, Chief Executive Officer of Hibu, commented: “We are thrilled to add Signpost’s marketing automation capabilities to our existing portfolio of proprietary technology, further enhancing our ability to deliver exceptional results to our SMB customers. The acquisition will bring the full capabilities of Signpost’s

H. I. G. CAPITAL

About Hibu

Hibu is the leading provider of technology-enabled digital marketing solutions to small and medium-sized businesses ("SMBs") across the United States. The Company serves over 70,000 SMBs, with a focus on established businesses in high-value, non-discretionary industries such as home repairs and services, auto repair and medical. The Company's subscription-based offering provides SMBs with an integrated, all-in-one outsourced digital marketing solution including digital presence services (websites, listings, reviews, and reputation management), performance marketing (mobile, social, SEO, SEM, and display), and customer relationship management tools (marketing automation, email, and text messaging).

capital to middle market companies, utilizing a flexible and operationally focused/ value-added approach:

- H.I.G.'s equity funds invest in management buyouts, recapitalizations, and corporate carve-outs of both profitable as well as underperforming manufacturing and service businesses.
- H.I.G.'s debt funds invest in senior, unitranche and junior debt financing to companies across the size spectrum, both on a primary (direct origination) basis, as well as in the secondary markets. H.I.G. also manages a publicly traded BDC, WhiteHorse Finance.
- H.I.G.'s real estate funds invest in value-added properties, which can benefit from improved asset management practices.
- H.I.G. Infrastructure focuses on making value-add and core plus investments in the infrastructure sector.

Since its founding in 1993, H.I.G. has invested in and managed more than 400 companies worldwide. The firm's current portfolio includes more than 100 companies with combined sales in excess of $52 billion. For more information, please refer to the H.I.G. website at www.hig.com.

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