



BISONCAPITAL



OCEANMEDIA

BISON CAPITAL PARTNERS V, LP ANNOUNCES INVESTMENT IN OCEAN MEDIA LLC

HUNTINGTON BEACH, CA (June 27, 2022) – Bison Capital Partners V, LP (“Bison Capital”) has announced a growth recapitalization investment in Ocean Media LLC (“Ocean Media” or the “Company”), a leading independent provider of data and technology-based media planning, buying and analytics services to its direct-to-consumer internet and consumer product client base. Jay Langan (Chief Executive Officer), Ron Luebbert (Chief Operating Officer) and Ocean Media Management retained significant ownership in the Company and will remain in current roles.

Ocean Media’s mission is to drive transformational business results for its clients through aligning data insights, technological applications, precise measurement, and media performance. The Company buys advertising inventory across the entire media ecosystem including linear TV, radio, connected TV, social media, podcasts, etc., primarily in the United States and Canada. The Company’s high profile customer base includes leading names such as Priceline, Etsy, Car Gurus, Vroom, BetMGM, and Rakuten, among others. Ocean Media has a strong track record for growth and is led by a proven management team with decades of industry experience.

“We are very excited about the partnership with Bison Capital. Their team has been fantastic and is already adding significant value,” said Jay Langan, Chief Executive Officer. “Ocean Media has been a leading media agency for well over a decade largely driven by our analytics and proprietary measurement tools. Last year (2021) was the best year in the Company’s history which was incredibly satisfying for our team as it more importantly represents our clients’ success. We want to build on that momentum for our brands. The roadmap for Ocean Media’s continued tech and analytics development is highly compelling.”

“We are thrilled to be partnering with Jay and Ron, who have done an excellent job growing the business over the last decade, as well as the rest of the leadership team, as the Company pursues accelerated growth going forward,” said Douglas Trussler, Partner at Bison Capital.

“Ocean Media’s compelling technology platform and high-quality services offering uniquely positions the Company to best serve the needs of its clients,” said Kurt Pilecki, Partner at Bison Capital. “We are excited about investing in and supporting Ocean Media’s continued growth and look forward to our partnership with Management.”

ABOUT OCEAN MEDIA

Ocean Media is a leading independent provider of data and technology-based media planning, buying and analytics services to its direct-to-consumer internet and consumer product client base. For more information visit www.oceanmediainc.com

ABOUT BISON CAPITAL

Bison Capital is a Los Angeles and New York based private equity 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. www.bisoncapital.com

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