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PeakEquity and Milestone Seek Add-on Acquisitions for G5

Radnor, PA, September 6, 2015 - PeakEquity Partners ("PeakEquity") and Milestone Partners ("Milestone") are actively seeking add-on acquisitions for G5 (www.getg5.com). Based in Bend, OR, G5 is a digital marketing SaaS platform serving a variety of participants in the property management sector, including the multi-family, senior living and self-storage markets. Through its cloud-based platform, G5 simplifies the complexity of digital marketing by creating, measuring and optimizing the entire customer experience. G5 was recently recognized as one of the fastest growing private U.S. companies by Inc. magazine for the fourth time and one of North America's fastest growing technology companies by Deloitte for the fifth consecutive year.

PeakEquity and Milestone acquired G5 along with management in 2015. Since that time, the company has continued its expansion through the execution of numerous organic growth initiatives and now seeks to augment its growth through acquisitions. Dan Hobin, CEO of G5, commented, "Our strong balance sheet, industry-tested technology platform, and deep management team position us well to broaden G5's capabilities through add-on acquisitions. We are pleased to have the support of our shareholders and board as we look to accelerate G5's growth."

ACQUISITION CRITERIA

Business Model Characteristics:

- SaaS digital marketing platform
- Potential customer base migration to, or integration with, G5 platform
- Complementary add-ons or product capabilities such as predictive analytics or machine learning

Customer Type/Market:

- Property management, particularly multi-family, self-storage or senior living

Size/Profitability:

- Flexible if IP/product is viewed as strategic
- Enterprise value up to \$75 million
- SaaS/product revenue of at least 80% of revenue

INTERMEDIARY FEES

- Standard intermediary fees for introductions that result in transactions

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G5 (www.getg5.com) is a leading provider of digital marketing effectiveness in the property management sector. In today's increasingly mobile and social world, reaching and converting prospects is more complex than ever before. G5 simplifies the complexity of digital marketing with an innovative cloud-based platform that creates, measures, and optimizes the customer experience – from awareness to advocacy – for a fraction of the cost of traditional marketing approaches.

Milestone Partners (www.milestonepartners.com) is a private equity firm that partners with management to invest in leveraged buyouts and recapitalizations of lower middle market businesses. Milestone pursues successful niche-market leaders that provide high-margin products or services. Milestone's transactions typically provide liquidity to shareholders of privately owned businesses, facilitate the transition of ownership to key managers, and allow management to capitalize on growth opportunities, while maintaining the legacy of the founders.

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