



FOR IMMEDIATE RELEASE

The Gores Group Acquires Zmags Corp.

LOS ANGELES, CA, January 22, 2014 – The Gores Group, a leading Los Angeles-based investment firm, today announced that it has acquired Zmags Corp. through its Small Capitalization Partners investment fund.

Brian T. Rigney, newly appointed CEO of Zmags said, “The Gores Group’s investment in Zmags will enable us to continue providing the most innovative solutions to our customers and further accelerate our vision for the future of digital publishing and eCommerce.”

“Digital experiences are rapidly evolving and The Gores Group is very excited to add a well-respected company at the forefront of that change in Zmags.” said Victor C. Otley, Managing Director for The Gores Group. “Zmags adds a unique platform for growth to our portfolio and we look forward to partnering with management and employees to continue to build on its success and enable them to better serve their customers.”

Headquartered in Boston, MA, Zmags is a leading global provider of digital publishing and eCommerce Software-as-a-Service solutions with additional offices in Copenhagen, Denmark and London, United Kingdom. The company’s self-service platform creates immersive brand and commerce experiences across all digital media including tablet, mobile, social and web channels. Utilizing an easy-to-use, intuitive interface, Zmags’ solutions make digital publishing simple, increase customer engagement and provide an exceptionally strong return on investment for many of the best known brands in the world.

About The Gores Group, LLC

The Gores Group, LLC is a global investment firm focused on acquiring controlling interests in mature and growing businesses which can benefit from the firm's operating experience and flexible capital base. The firm combines the operational expertise and detailed due diligence capabilities of a strategic buyer with the seasoned M&A team of a traditional financial buyer. The Gores Group, which was founded in 1987 by Alec E. Gores, has become a leading investor having demonstrated over time a reliable track record of creating substantial value in its portfolio companies alongside management. Headquartered in Los Angeles, The Gores Group maintains offices in Boulder, CO, and London. For more information, please visit www.gores.com

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