



VANTEDGE JOINS COOPER HOLDINGS FAMILY

Insights, Analytics and Performance Optimization Company Expands Cooper Holdings Portfolio

Atlanta, GA (July 12, 2016) - Cooper Holdings, Inc, led by founder Lonnie Cooper, announced today it has acquired Vantage, a leading insights, analytics and performance optimization company. For the past 12 years, Vantage has helped clients across industries build smarter businesses that outperform their competitors.

Vantage's services-based delivery model provides clients with insights and analytics capabilities, without the need for incremental software or additional investment. Vantage's portfolio of diagnostic tools and strategic business expertise generates advantages that can drive new revenue, innovate products and increase customer engagement all with greater marketing effectiveness.

"We recognize how vital insights and analytics are in order to make clients across the Cooper Holdings portfolio more efficient and smarter in their business decisions. We found the right partner in Vantage and its CEO Read Ziegler," said Lonnie Cooper, CEO of Cooper Holdings, Inc. "Vantage is a leader in its field and has a unique model which gives our clients a competitive and intelligent advantage in a constantly evolving marketplace."

Vantage specializes in helping clients gain the visibility needed to confidently identify and act on opportunities, while minimizing potential risks. The Vantage model is geared to the speed and demands of today's businesses, providing high-value, actionable output with maximum efficiency.

Vantage has three primary services-based offerings that have been specifically designed to help clients go to market with smarter, more efficient, and more effective marketing strategies and programs. At the foundation is the Vantage Intelligence Bureau™, a full-service, high-quality data generation and analytics production resource that provides the skills and capacity for sophisticated, quick-turn data generation, analysis, and modeling. In order to interpret baseline data, Vantage also provides proprietary diagnostics and interactive visualizations to give clients a deeper understanding of what the data means and its potential implications and opportunities. Finally, Vantage's deep experience and consulting expertise are available to help clients develop fact-based business and marketing strategies and programs to improve their performance and competitive position.

Vantage's full suite of offerings, including the Vantage Intelligence Bureau™, diagnostics such as BrandScore™, XScore™ and MarketScore™, and consulting services enhance the offerings available to clients across CSE, CSE Talent, If/Then and the other sister companies within Cooper Holdings.

Vantage is led by CEO and founder Read Ziegler, a seasoned marketing and sales executive with 25 years' experience.

"When I first met Lonnie Cooper 12 years ago, I knew he had built something special. Becoming a part of the Cooper Holdings family is a logical next step in our evolution and provides tremendous new opportunities and value for our respective clients", said Ziegler. "We're providing a higher level of insights and analytics capabilities, that when coupled with the other Cooper Holdings portfolio

offerings, provide the tools and strategies for business and marketing executives to confidently achieve their priority goals.”

Vantedge is now a part of Cooper Holdings that includes CSE, a marketing agency focused on sports marketing and sponsorship; CSE Talent, an industry-leading sports and broadcast representation agency; If/Then, a digital agency providing clients innovative technology solutions; Justice Network, a 24/7 multicast network delivering entertainment programming with a commitment to safety; and ARMA, a music company.

Vantedge works with clients across industries including businesses such as McKesson, Fiserv, PGI, QSpex, Verint, Blackbaud, Delta Community Credit Union, PogoTec, and Standard Register.

To learn more about Vantedge, visit www.vantedgegroup.com.

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About Cooper Holdings, Inc.

Cooper Holdings, Inc. is a privately-held holdings company comprised of subsidiary businesses in the marketing, sports and entertainment industries. These subsidiaries include **CSE**, a marketing agency focused on sports marketing and sponsorships; **CSE Talent**, an industry-leading sports and broadcast talent representation agency; **If/Then**, a digital agency providing clients innovative technology solutions; **ARMA**, a music company focused on artist management and music sponsorships between artists and national and global brands; **Justice Network**, a 24/7 multicast network delivering entertainment programming with a commitment to safety; and **Vantedge**, an insights, analytics and performance optimization company providing clients with a sustainable intelligence advantage.

About Vantedge

Vantedge is a leading insights, analytics and performance optimization company focused on helping clients build smarter businesses that produce increased revenues, competitive leadership, high-value customer relationships and greater marketing effectiveness. Vantedge leverages a turn-key, service-based delivery model, coupled with a portfolio of diagnostic tools and strategic business expertise, to provide superior capabilities while minimizing delivery times and client resource requirements. Vantedge is a wholly-owned subsidiary of Cooper Holdings, Inc. and works with clients across industries such as PGI, McKesson, Fiserv, QSpex, Verint, Blackbaud, Delta Community Credit Union, PogoTec, and Standard Register.