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Inmar Announces New Partnership with ABRY Partners

Winston-Salem, NC – January 6, 2014 – Inmar, a leading technology company that operates intelligent commerce networks, announced today that it has entered into a definitive agreement under which it will be acquired by ABRY Partners, a Boston-based private equity firm. Under the terms of the agreement, ABRY Partners will acquire Inmar from New Mountain Capital, which originally invested in Inmar in 2007. Additional terms of the transaction were not disclosed.

As part of New Mountain’s portfolio, Inmar has achieved significant growth servicing retailers, manufacturers and their trading partners by securely managing their online and offline transactions across the company’s Promotion, Healthcare and Supply Chain Networks. Inmar’s growth has accelerated in recent years due to strategic investments in its platform, expansion of services in analytics and digital promotions, and the use of cloud computing. Over the course of New Mountain’s ownership, Inmar’s earnings have approximately doubled.

Inmar CEO, David Mounts, said “New Mountain Capital has been a tremendous partner and was instrumental in implementing our vision for growth. With their support, we invested in our technology platforms and made two key technology acquisitions, which have been critical to our development. We are now pleased to begin a new phase with ABRY Partners. ABRY Partners’ experience helping build healthcare, media, communications and business information services companies will be invaluable as we continue to drive commerce for the world’s leading consumer goods and healthcare companies through technology and analytics innovation.”

Demand for Inmar’s services continues to grow as an increasing number of the world’s businesses, particularly those in the healthcare, media, communications and information services sectors, seek new ways to manage complex transactions and improve the shopper and patient experience. In 2013, Inmar managed approximately \$44 billion in commerce for more than 1,600 leading retailers, manufacturers and trading partners.

“We are excited to partner with management in the next chapter of Inmar’s growth. The company has a strong foundation, a stable core business and a meaningful opportunity for future growth and new business. It was the marriage of a resilient business model and management’s vision for the future that makes Inmar such a compelling investment opportunity for us,” said Azra Kanji, Principal at ABRY Partners.

“New Mountain Capital is proud of the accomplishments that Inmar has achieved during our partnership,” said Brad Weckstein, Director at New Mountain Capital and member of Inmar’s Board of Directors. “Since our investment, Inmar has realized significant growth across all three of its commerce networks, in addition to creating a market-leading digital promotion offering. The business building that we have executed with management over the last several years represents the success we strive for with all of our portfolio companies.”

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ABOUT INMAR

Inmar is a technology company that operates intelligent commerce networks. Our platforms connect offline and online transactions in real time for leading retailers, manufacturers and trading partners across multiple industries who rely on Inmar to securely manage billions of dollars in transactions. Our Promotions, Supply Chain and Healthcare platforms enable commerce, generate meaningful data and offer growth-minded leaders actionable analytics and execution with real-time visibility. Founded in 1980, Inmar is headquartered in Winston-Salem, North Carolina with locations throughout the United States, Mexico and Canada.

For more information about Inmar’s products and services, please contact 866.440.6917 or visit www.inmar.com.

ABOUT NEW MOUNTAIN CAPITAL

New Mountain Capital is a New York-based private equity firm that emphasizes business building and growth, rather than debt, as it pursues long-term capital appreciation. The firm currently manages private and public equity funds with aggregate assets under management of over \$10 billion. New Mountain seeks out the highest-quality growth leaders in carefully selected industry sectors and then works intensively with management to build the value of these companies. For more information, please visit www.newmountaincapital.com.

ABOUT ABRY PARTNERS

Founded in 1989, ABRY is one of the most experienced and successful healthcare services, media, communications, and business information services sector-focused private equity investment firms in North America. ABRY has completed over \$36 billion of transactions, representing investments in more than 450 properties. The firm is currently managing over \$3.5 billion of total capital and investing out of a \$1.6 billion private equity fund, \$750 million senior equity/mezzanine fund and a \$1.2 billion senior debt fund.