



## LION EQUITY PARTNERS COMPLETES ACQUISITION OF PUBLISHING AND PRINTING DIVISION FROM NETWORK COMMUNICATIONS, INC

*Denver, CO and Lawrenceville, GA (June 28, 2012) – Lion Equity Partners, through its affiliate Lion Equity Holdings, LLC (“Lion Equity”) announced today that it has acquired certain assets from Network Communications, Inc. (“NCI”), including all print and digital assets and trademarks of long standing real estate brands, The Real Estate Book, Mature Living Choices, Senior Living Choices, New Home Finder, New Homes & Ideas, New Homes Journal brands along with NCI’s publication printing division and facilities. Lion Equity partnered with Scott Dixon and Stuart Christian, both longtime management executives with NCI to complete the purchase. The business, which has been renamed NewPoint Media Group (“NewPoint”), is the largest publisher of local printed and online home-related magazines in the United States.*

NewPoint, which is headquartered in Lawrenceville, GA, is an integrated real estate media platform, delivering both printed and online localized real estate magazines to over 300 markets across the U.S. and Canada. NewPoint is both a publisher of its own titles, as well as a printer of third-party publications. NewPoint’s owned publications are distributed in printed form to over 12 million readers on a monthly basis – and its online offerings draw over 6 million unique web users annually.

“NewPoint’s market-leading printed and digital offerings are well established throughout the U.S. and Canada and represent a tremendous platform for growth” said Ari Silverman, Partner of Lion Equity. “We are really excited about working with management to expand NewPoint’s market presence both geographically as well as by introducing new titles, products and services to our customers and end-users.”

“We are all pleased with the outcome of this transaction,” NewPoint Chief Executive Officer, Scott Dixon said. “Our visions of future opportunities aligned well with Lion Equity’s vision so our direction and path for NewPoint is clearly defined. It’s an exciting time for all of us.”

As part of the acquisition, NewPoint purchased NCI’s state of the art printing facility and publications print division. “Through the years, this division has become experts in niche publication printing and in providing the associated digital assets, such as mobile apps and digital magazines,” said Stuart Christian, NewPoint’s President & Chief Operating Officer. “We specialize in producing quality publications consistently with quick turnaround.”

The terms of the deal were not disclosed.

### **About Lion Equity Partners**

Lion Equity Partners ([www.lionequity.com](http://www.lionequity.com)) is a Denver, CO based private investment firm specializing in acquiring controlling interests in small- to middle-market businesses across multiple industries. Lion Equity’s investment strategy is centered on creating value in its portfolio companies through a combination of organic growth and add-on acquisitions. Lion Equity supports its portfolio companies with strategic and financial resources, operational guidance, and M&A expertise.

### **About NewPoint Media Group**

NewPoint Media Group, LLC ([www.NewPointMediaGroup.com](http://www.NewPointMediaGroup.com)) specializes in targeted media solutions that include both print and digital distribution to create integrated advertising and marketing services that amplify overall effectiveness and results. Leading brands include *The Real Estate Book, Mature Living Choices, Senior Living Choices, New Home Finder, New Homes & Ideas, and New Homes Journal*. In addition, NewPoint’s Publications Print Division provides these services to a variety of industries. NewPoint specializes in integrating print and digital media to effectively reach and engage a targeted consumer audience through local print distribution, web, mobile, direct mail, and social outlets.