



VECTOR CAPITAL ACQUIRES TRITON DIGITAL, THE LEADING TECHNOLOGY PROVIDER TO THE DIGITAL AUDIO INDUSTRY

LOS ANGELES, CA and SAN FRANCISCO, CA — MARCH 16, 2015 — Vector Capital, a technology-focused private equity firm, today announced the acquisition of Triton Digital, the leading technology provider to the digital audio industry. Financial terms of the transaction were not disclosed.

Founded in 2006, Triton Digital is a pioneer in the rapidly expanding digital audio marketplace. The Company's innovative and proprietary software-as-a-service ("SaaS") solutions and advertising technology enable both live and on-demand audio publishers to build their audiences and revenues globally.

"We are extremely excited about partnering with Vector for the next stage of our growth," said Neal Schore, President and CEO, Triton Digital. "Triton was founded with the vision of transforming the digital audio marketplace by providing publishers with highly sophisticated technology solutions to drive monetization. This partnership will allow Triton to accelerate our growth through investments into our products, customers, and partners. As our marketplace and company head into the significant growth stage, we couldn't be more excited to forge forward with Vector."

Alex Beregovsky, a Managing Director at Vector Capital, commented, "Triton is uniquely positioned in its industry as the only technology provider offering a complete end-to-end solution for audio publishers who wish to build, measure, and monetize a digital audience. We are very excited about working with the talented group of employees at Triton Digital to further invest in product development to support the significant long-term opportunities in the digital audio marketplace."

Throughout its history, Triton has continually innovated and paved the way for growth in the digital audio industry with its unique and highly differentiated technology solutions. The Company's audio ad exchange, a2x™, is the industry's first audience-based programmatic buying solution for online and mobile digital audio ads, enabling digital audio publishers and advertisers to partner dynamically in delivering the most effective solutions for engaging consumers.

Alex Kleiner, a Vice President at Vector Capital, said, "We are honored to partner with Triton and are committed to investing in the company's growth by further strengthening and expanding its market leading product and service capabilities. We believe with strong backing from Vector, the company will continue to capitalize on the exciting trends in the digital audio market."

Macquarie Capital served as financial advisor to Triton Digital.

About Triton Digital

Triton Digital's® (<http://tritondigital.com>) technology has connected audio supply to advertising demand since 2006, providing the technical backbone for the digital audio marketplace. The company's innovative technology enables both live and on-demand publishers to build audience and revenue globally. As a pioneer in the space, Triton Digital has made that audience available programmatically for the first time, maximizing audience buying efficiency for advertisers across the world.

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About Vector Capital

Vector Capital is a leading global private equity firm specializing in transformational investments in established technology businesses. Vector identifies and pursues these investments in both the private and public markets. Vector actively partners with management teams to devise and execute new financial and business strategies that materially improve the competitive standing of these businesses and enhance their value for employees, customers, and shareholders. Among Vector's notable investments are Aladdin Knowledge Systems, Allegro Development, Cambium Networks, Certara, ChyronHego, CollabNet, Corel, IPVALUE Management, LANDesk Software, Niku, Gerber Scientific, RAE Systems, Register.com, SafeNet, Technicolor, Teletrac, Tidel, WatchGuard Technologies, and WinZip. For more information, visit www.vectorcapital.com.

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