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Mid-Missouri Company Acquires Telecom Market Research and FlowShare Measurement Products

ShareTracker now the largest U.S. market share research company in the telecom sector

Ashland, MO – April 2, 2014—Biz Crossing, a mergers and acquisition firm serving middle market companies, announced that its client, ShareTracker, has acquired telecom operator market and flow share measurement assets making it the largest U.S. market share research company in this sector.

RLJ Credit Opportunity Fund, an RLJ portfolio company, invested in ShareTracker to support its industry leading work of supplying critical decision making market research data to telecom marketing and operational management teams. The investment supports expansion on ShareTracker's current wireless, video, voice and data market share reporting to include cable, satellite and fiber TV subscription services, as well as mobile and fixed broadband. The RLJ Companies Founder and Chairman Robert L. Johnson previously founded Black Entertainment Television (BET).

"We were excited to work with Eric Fogle, president of ShareTracker, on this opportunity," Biz Crossing CEO Gary McKinney said. "His team is consistently on the leading edge, innovating products demanded by the major telecommunications corporations which spend hundreds of millions of dollars annually on market research."

ShareTracker works with the largest voice and data providers in the world. The company will keep its headquarters in mid-Missouri and create several new, highly technical jobs in the area. ShareTracker also has offices in Virginia, Florida and California. "The analytical capabilities brought about by the merger will allow ShareTracker to provide the most accurate data to our customers," Fogle said.

"The RLJ Credit investment in ShareTracker promotes American entrepreneurship and skilled job creation in a sector that is vitally important to business performance," said Robert L. Johnson. "With our support, a small business has been able to acquire critical assets in a sophisticated transaction to help advance their business. As a result, a 2012 start-up company now employs more than 25 technology workers in four states. With our experience in communications, the RLJ advantage will extend to support the company's development of customer relationships with large telecommunications companies."

Biz Crossing is an entrepreneur- owned and -operated mergers and acquisition firm in Ashland, Mo. The company specializes in helping middle market-sized businesses sell their business, buy a business for their portfolio or raise growth financing through private equity, mezzanine debt and strategic partnerships. Gerald McKinney is Biz Crossing's chief executive officer. Nelson Muller serves as vice president of business development.

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