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## Winsight Announces Investment from Pamlico Capital

**Chicago, IL, February 1, 2017** — Winsight, LLC (“Winsight” or the “Company”), a leading B2B information provider, announced today that Charlotte-based investment firm Pamlico Capital (“Pamlico”) led a majority recapitalization of the Company in partnership with the existing management team. CEO Mike Wood Jr., along with other management team members and existing investors will maintain significant ownership in Winsight and will continue to manage the growth of the Company with support from Pamlico. The transaction, funded with both equity and debt, provides substantial growth capital to support the Company. Specific terms of the transaction were not disclosed.

Headquartered in Chicago, Illinois, Winsight provides actionable information, market intelligence, professional events, and media to the global restaurant, noncommercial foodservice, and convenience retail industries. The Company offers a multi-channel portfolio of brands across research, data and analytics, events, magazines, web sites, e-newsletters, and content marketing solutions. With nearly 800 customers, Winsight’s solutions enable customers to drive engagement with target audiences, refine business development strategies, and network within the industry.

Mike Wood Jr. noted, “Our team is proud of the success we have achieved to date and we believe Winsight is well positioned for future growth by continuing to provide innovative solutions for our customers. The Pamlico team brings expertise and ongoing capital for additional investment and acquisitions, and we are excited about what this will mean for Winsight’s employees and customers. We see the opportunity to continue growing Winsight and increase our presence and offerings to our restaurant, foodservice, and convenience markets, and are pleased to have a financial partner to execute our strategy.”

Pamlico Partner Scott Stevens added, “We are thrilled to partner with management and support exciting future growth opportunities. The management team’s passion for their business, track record of new product development initiatives, and ability to expand through acquisitions stood out to us. The Winsight management team is poised to grow across multiple fronts, and the business represents a leading platform in the B2B information market.”

Winsight was advised by East Wind Advisors (exclusive financial advisor) and Latham & Watkins LLP (legal advisor). Pamlico was advised by Alston & Bird LLP (legal advisor).

### About Winsight

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### About Pamlico Capital

Pamlico Capital is a private equity firm founded in 1988 that invests in growing middle market companies in the U.S. Pamlico Capital seeks growth equity and buyout investments of up to \$100 million alongside proven

management teams in its target industries: Business & Technology Services, Communications, and Healthcare. Since inception, the firm, based in Charlotte, NC, has invested over \$2.5 billion. For additional information, please visit [www.pamlicocapital.com](http://www.pamlicocapital.com).

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