



## **For Immediate Release**

### **News Release**

#### **Cloud Equity Group Announced Acquisition of CoolHandle** *Major investment in affiliate marketing platform*

NEW YORK, NY (June 18, 2019) – Cloud Equity Group, a New York based investment management firm, is pleased to announce the acquisition of CoolHandle by one of its investment vehicles. The CoolHandle brand adds over 11,000 active clients and 37,000 active services to the Cloud Equity Group portfolio. Terms of the transaction were not disclosed.

Founded in 2001, CoolHandle has realized impressive above-average growth figures by utilizing aggressive affiliate marketing techniques. The company, which regularly attends marketing conferences such as the Affiliate Summit, maintains strong relationships with large affiliate marketers that are able to generate large amounts of revenue for the company each year.

Cloud Equity Group plans to enhance CoolHandle's affiliate marketing program by improving the affiliate experience as well as the overall value of services that are being provided to the end-user. In addition, Cloud Equity Group intends to implement many of CoolHandle's industry-leading affiliate marketing techniques into its other portfolio companies.

According to Sean Frank, Managing Partner at Cloud Equity Group, "The acquisition of CoolHandle represents another successful 'value-add' investment structured by Cloud Equity Group. We intend to continue to grow this company by leveraging its impressive affiliate marketing tactics while taking many of the resources here and sharing them amongst other investments within our portfolio".

#### **About CoolHandle**

CoolHandle started as a group of IT professionals in early 2001 to introduce a new standard in the fast changing environment of web hosting. With over a decade of web hosting experience on various hosting platforms and operating systems, particularly Apache and Linux, they bring a wealth of knowledge and the capability to handle any hosting needs. This experience also comes with the support and knowledge of customers they have come to rely on. They ensure that customer's questions are resolved timely and effectively and from their friendly and respectful customer services time.



### **About Cloud Equity Group**

Cloud Equity Group is a strategically positioned investment management firm capitalizing on the rapidly expanding industries of web hosting and cloud-based infrastructure. The company's primary focus is leveraging investor capital in the acquisition of private lower middle market companies that possess high levels of unlevered free cash flow and/or significant opportunity for exponential growth.

### **Investor Relations**

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