

EKTRON RECEIVES ADDITIONAL GROWTH EQUITY INVESTMENT FROM ACCEL-KKR

Increased Investment to Help Build on Business Momentum and Digital Experience Leadership

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NASHUA, N.H., Dec. 5, 2014 /PRNewswire/ -- [Ektron](#), a global leader in digital experience management software, today announced it closed a second round of equity funding with Accel-KKR. This increased investment follows the investment made by Accel-KKR in [April 2014](#), which was the company's first institutional round. Terms of the deal were not disclosed.

"Accel-KKR's increased investment provides strong support for Ektron as it delivers upon its vision and mission to provide solutions to customers that allow them to deliver consistent, relevant, and rich online experiences across all channels," said Ektron President, Tim McKinnon. "Ektron is proud to be making a very real difference in driving hard dollar value for organizations from their digital investments and customer experience strategies. This significant investment by Accel-KKR is a testament to how well our message is resonating in the market and the tangible results our customers are receiving. We have been on a growth trajectory and are well positioned for continued growth in 2015."

"We have been more than impressed by the momentum, profitable growth in the business, and the results the team at Ektron have been achieving since we first partnered with the company earlier this year," said Greg Williams, Managing Director, Accel-KKR. "Ektron is a vibrant company in a dynamic market where there's a real need for enabling technology solutions. We're excited to be able to move our partnership to this next level."

As organizations strive to deliver compelling and optimized online experiences across all channels – web, mobile, and social – and across the entire customer journey, they create a significant opportunity to differentiate themselves and build brand loyalty. Yet at the same time, delivering integrated digital experiences that drive desired results can be extremely challenging. This is where Ektron thrives, helping digital marketers deliver the right content at the right time for the right result.

Ektron powers more than 10,000 web properties, including PayPal, Lloyd's, Dolby, Sydney Opera House, Epicor Software, Invensys, Wolters Kluwer, and NASDAQ among some 3,800 organizations and brands worldwide.

About Ektron

Ektron is a global leader in digital experience management software. Whether it's internet, intranet, or extranet, Ektron uniquely delivers marketer-centric solutions for the world's leading brands to drive competitive advantage and produce rapid ROI. We drive value for our customers by helping them to deliver relevant content to the right person, at the optimal time, and through the best channels. Our open platform instantly connects to any system to help marketers predict customer behavior and convert digital interactions into immediate results. Founded in 1998, Ektron is headquartered in the greater Boston area with offices in Australia, Singapore, and the United Kingdom. For more information visit www.ektron.com.

About Accel-KKR

Accel-KKR is a technology-focused private equity firm with over \$2.5 billion in assets under management. The firm invests primarily in software and technology-enabled businesses well positioned

for topline and bottom-line growth. At the core of Accel-KKR's investment strategy is a commitment to developing strong partnerships with the management teams of its portfolio companies and a focus on building value through the significant resources available through the Accel-KKR network. Accel-KKR has a particular focus on buyouts and recapitalizations of family-owned or closely-held private companies, going-private transactions and divisional buyouts of larger companies. It invests across a range of structures, functions as minority or majority investors and commits a wide range of capital – from less than \$10 million to over \$100 million. The firm has offices in Menlo Park, Atlanta, and London. For more information visit www.accel-kkr.com.

SOURCE Ektron

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