

CHILDS Advises The Channel Company on its Investment from Stone-Goff Partners

Atlanta, GA – December 15, 2016 – CHILDS Advisory Partners today announced it served as the exclusive financial advisor to The Channel Company (TCC), the leading provider of IT channel-related media, events and other marketing solutions to the IT Channel, on its investment from Stone-Goff Partners.

Founded in 1982, Boston-based TCC is an IT channel-focused B2B marketing platform enabling technology companies to target and reach their channel partners. The Company’s deep management team currently leads more than 100 employees focused on servicing its blue-chip customer base of over 400 technology companies and channel partners. TCC leverages its primary media outlet, www.crn.com, and its proprietary database with the largest and most accurate set of data regarding channel relationships in North America, to provide comprehensive IT channel marketing services.

“We are thrilled to have found what we believe is a great partner in Stone-Goff,” said TCC CEO Robert Faletra. “We are growing so fast we had the luxury of looking for a partner that not only understands the business, but is clear in understanding how we can accelerate the buildout of our offerings and delight our customers,” Faletra noted.

Faletra added, “CHILDS did a fantastic job in helping us find a partner to continue to scale the Company. They did the legwork to deeply understand our business, which enabled us to identify the right potential investors. They worked tirelessly to help us navigate the process and select a partner with tremendous strategic and cultural fit.”

“The Channel Company is the dominant player in the IT channel media space. We are thrilled to have aided them in selecting a leading middle-market investor like Stone-Goff, who will be a tremendous partner for the continued growth of the business,” said Tom Donahue, managing director at CHILDS Advisory Partners.

About The Channel Company

The Channel Company enables breakthrough IT channel performance with our dominant media, engaging events, expert consulting and education, and innovative marketing services and platforms. As the channel catalyst, we connect and empower technology suppliers, solution providers and end users. Backed by more than 30 years of unequalled channel experience, we draw from our deep knowledge to envision innovative new solutions for ever-evolving challenges in the technology marketplace. Follow the Channel Company on www.thechannelco.com.



About Stone-Goff Partners

With offices in New York and Boston, Stone-Goff Partners is a private equity investment firm that invests in lower middle-market founder-owned businesses and corporate carve-outs in the consumer and services sectors. Founded in 2010 by Hannah Stone Craven and Laurens Goff, the firm leverages the extensive investment, strategic and operational experience of its principals to serve as a value-added partner for management teams, portfolio companies, and limited partners. Stone-Goff Partners is currently investing from Stone-Goff Partners II, LP. For more information, visit www.stonegoff.com.



About CHILDS Advisory Partners

CHILDS Advisory Partners provides exceptional investment banking services to high-performing middle market business services, healthcare and technology companies. Our unique combination of sector expertise, process excellence, and a deep, experienced team allows us to achieve successful outcomes for our clients. Collectively, our senior bankers have executed over 450 M&A and financing transactions. CHILDS Advisory Partners was named the 2016 Boutique Investment Banking Firm of the Year by The M&A Advisor. CHILDS is a member of FINRA and SIPC and is a registered broker-dealer. Please visit www.childsadvisorypartners.com for more information about our firm.



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