



## For Immediate Release

### News Release

#### **Cloud Equity Group acquires leading Central-PA hosting provider Fresh Roasted Hosting**

*Strategic acquisition to increase presence in domestic hosting market*

NEW YORK, NY (March 4, 2015) – Cloud Equity Group, an investment management company focused on opportunistic acquisitions of web service providers, today announced the acquisition of Fresh Roasted Hosting, a leading provider of premium web services based out of Harrisburg, Pennsylvania.

Fresh Roasted Hosting was founded in 2011 as a premium service provider offering high-end hosting solutions to both individuals and small businesses located primarily in Central Pennsylvania. The company boasts a superior service model and has separated itself within the industry by leveraging a highly customizable client-first approach as a premier local provider. As their name indicates, the Fresh Roasted Hosting brand is often compared to the superiority of a fresh, hot, premium brewed coffee.

“Fresh Roasted Hosting’s commitment to providing premier solutions and high quality service complements our existing portfolio companies and further supports our ability to provide premium hosting solutions across a wide range of geographical markets” said Sean Frank, Managing Partner at Cloud Equity Group. “Fresh Roasted Hosting’s founder, Dave Sheranko, was critical to the growth and development of the company’s robust infrastructure, as well as its strategic positioning as a leading provider of high performance hosting solutions within a niche market. We look forward to working with Dave as we continue to grow and expand the Fresh Roasted Hosting brand.”

Dave, who is remaining with the company as a senior member of the management team, echoed this sentiment, “I’m very excited about the opportunities that expansion brings. Having Cloud Equity Group on board means Fresh Roasted Hosting will continue to provide new and innovative hosting solutions to customers of all sizes and scope.”

#### **About Cloud Equity Group**

Cloud Equity Group is a Wall Street based private equity and mezzanine debt firm strategically positioned to capitalize 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.

#### **About Fresh Roasted Hosting**

Fresh Roasted Hosting is an independent web hosting company headquartered in vibrant Harrisburg, Pennsylvania. Tucked in among coffee houses, independent retailers, and the oldest continually-operating market house in the US, Fresh Roasted Hosting delivers all the same high-end web hosting



solutions you'd expect from their larger competitors, but with much better service — and often at a better price!

**Investor Relations**

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