

# THOMPSON STREET

## CAPITAL PARTNERS

### THOMPSON STREET CAPITAL PARTNERS PORTFOLIO COMPANY FOCUSVISION WORLDWIDE ACQUIRES DECIPHER

ST. LOUIS (January 13, 2015) – Thompson Street Capital Partners (TSCP), a private equity fund based in St. Louis, has announced that its portfolio company FocusVision Worldwide has acquired Fresno, California-based Decipher, a marketing research services and software provider. Terms of the transaction were not disclosed.

Decipher ([www.decipherinc.com](http://www.decipherinc.com)), the largest provider of survey programming services in the United States, specializes in cross-platform survey programming, software licensing, sampling, data collection, reporting and data visualization.

Said TSCP Managing Director Bob Dunn, “Utilizing its proprietary market research survey and reporting platform Beacon, Decipher integrates state-of-the-art technology with traditional research techniques. This addition to the FocusVision family will offer customers enhanced single point access to a powerful suite of technology applications for conducting efficient, effective and seamless market research projects.”

Eric Grosogeat, President and CEO of FocusVision said, “We are delighted that Decipher has joined our company. We made the decision to partner with the Decipher team because of its widely respected technology platform that emphasizes a mobile-first, cross-platform approach to data collection. We also admired their strong commitment to customer support. Going forward, the combined company will provide our global customers with comprehensive data gathering and analyzing technology solutions to help them gain keener insights in far less time.”

Decipher co-founders Jamin Brazil and Jayme Plunkett will remain with the acquired entity as CEO and Chief Product Officer, respectively.

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