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THOMPSON STREET CAPITAL PARTNERS PORTFOLIO COMPANY FOCUSVISION WORLDWIDE ACQUIRES THE ASSETS OF QUALVU / 24TRU

ST. LOUIS (November 23, 2015) – Thompson Street Capital Partners (TSCP), a private equity fund based in St. Louis, has announced that its portfolio company FocusVision Worldwide has acquired the assets of Qualvu / 24Tru (“the Company”), a Colorado-based provider of state of the art video content and management tools for use in qualitative and quantitative market research. This is the fifth strategic acquisition FocusVision has completed since partnering with TSCP in 2013.

Said TSCP Managing Director Bob Dunn, “This acquisition continues to build on the growing suite of technology-enabled solutions that FocusVision provides to professional market researchers and further allows our industry-leading customers access to market-leading video tools to create, manage, review and collaborate on all aspects of their market research. We are excited to fully integrate the technology of Qualvu / 24Tru into the existing FocusVision product suite and to continue to invest behind the combined technology platform. This acquisition continues our commitment to making FocusVision a leader in providing end-to-end solutions combining both quantitative and qualitative tools to allow for faster, better research.”

“It is our pleasure to have partnered with Brooks Pettus and the team of Qualvu / 24Tru through this acquisition,” said Eric Grosogeat, President & CEO of FocusVision. “We have long appreciated the innovative video tools and unique SaaS platform the Company has provided to its customers and are excited to welcome Brooks and his team to the growing FocusVision family. This acquisition furthers our commitment to investing in technology assets which support our efforts to provide seamless solutions to our customers.” Said Mr. Pettus, “We are pleased to have partnered with the FocusVision team in this transaction. We have witnessed the organization’s commitment to growing our technology platform and further integrating those solutions within the existing FocusVision product set – we are excited about the partnership.” Added Rodney Holm, the Company’s founder, “Our partnership with FocusVision allows for us to continue to realize our goals of growing Qualvu / 24Tru through the sales and marketing resources of FocusVision. We look forward to providing our customers with even more access to cutting edge market research tools as a result of this acquisition.”

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