



Press Release: Hawthorn Equity Partners Completes sale of Front Porch Digital to Oracle Corp.

On October 23rd, 2014, Hawthorn closed the sale of Front Porch Digital ("Front Porch" or the "Company") to Oracle Corporation. Hawthorn initially invested in Front Porch in 2006, by supporting management in purchasing the Company from Incentra Solutions Inc.

Christopher Payne, Managing Partner and CEO of Hawthorn, comments: "The sale of Front Porch to Oracle represents the culmination of seven years of hard work to build this business from an underdeveloped division of a larger enterprise into the leading digital content management and migration software provider on the planet. We wish Oracle and the Front Porch employees continued success with the business and look forward to seeing it continue to grow in the future."

Hawthorn Equity Partners (www.hawthornep.com) is a middle-market private equity fund with offices in Toronto, Canada and Chicago, IL. The firm specializes in unique, proprietary, growth-oriented situations where it can partner with management to capitalize on defining moments in their companies' growth trajectories.