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NewsRelease

For Immediate Release:

Cadwalader Advises fusionZONE Automotive on its Majority Recapitalization by Primus Capital

New York, November 9, 2017 —Cadwalader, Wickersham & Taft LLP, a leading counselor to global financial institutions and corporations, represented fusionZone Automotive, a leader in digital marketing technologies for automotive dealers and OEMs, on its majority recapitalization by Primus Capital, a private equity firm based in Cleveland and Atlanta. The investment will be used to grow market share, invest in product development, and expand services for new and existing clients.

As part of the recapitalization, Primus Managing Director Ron Hess and Principal Vasant Kamath will join the fusionZONE board of directors, as will long time automotive industry executive Steve Greenfield, who was formerly Vice President of Product Development and Vice President of Business Development at AutoTrader.com.

The Cadwalader team was led by Corporate special counsel Daniel Raglan and included associates Nathan Bryce and Mattan Erder; Executive Compensation & Benefits partner David Teigman and associate Marianna Wonder; Intellectual Property partner Dorothy Auth and special counsel Howard Wizenfeld; and Tax partners Linda Swartz and Edward Wei.

About Cadwalader, Wickersham & Taft LLP

Cadwalader, Wickersham & Taft LLP, established in 1792, serves a diverse client base, including many of the world's leading financial institutions and corporations in more than 50 countries. With offices in the US and Europe, Cadwalader offers legal expertise in antitrust, banking, corporate finance, corporate governance, energy, environmental, executive compensation, financial restructuring, health care, intellectual property, litigation, mergers and acquisitions, private equity, private wealth, real estate, regulation, securitization, structured finance, tax and white collar defense. For more information, visit www.cadwalader.com.