

Lenox Group Advises on the Sale of Vericom Corporation

December 4, 2013 – Atlanta, GA – The Lenox Group advised Vericom Corporation (“Vericom”) on its sale to Spectrio, LLC, a portfolio company of SJ Partners. Vericom, headquartered in Atlanta, GA, is a leading national provider of on-hold messaging and digital signage to healthcare facilities. Founded in 1989 by Robert Loeb, Vericom serves hospitals, ambulatory care facilities, managed care/health plans, pharmacies, laboratories, outpatient rehabilitation centers, physician practices and wellness centers. Vericom’s two primary product lines are utilized by 1,326 healthcare sites nationwide.

Spectrio is one of the nation’s leading all-inclusive audio/video marketing companies, handling everything from concept and installation to content creation, outstanding service and detailed reporting to ensure consistency in branding. Spectrio's services range from on-hold messaging to overhead music and digital signage video displays. Spectrio utilizes these formats to create brand messaging consistency for its clients and to maximize "marketing moments".

The Lenox Group is an investment bank based in Atlanta that focuses on middle market transactions primarily for private, family-owned businesses. Our services include raising capital (debt and equity), M&A advisory and traditional corporate finance advisory, i.e. valuations and fairness opinions. Lenox is proud to have completed engagements representing over \$1.5 Billion in transaction value.



James M. Fite
Managing Director
404.419.1663

Richelle Terry
Senior Vice President
404.419.1662

All Securities are offered through TLG Lenox, LLC, Member FINRA & SIPC.