

## NEWS RELEASE

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### Search Optics Inks Partnership with Kayne Partners to Bolster Effective Digital Marketing Initiatives

**SAN DIEGO, Calif. December 3, 2013** – Search Optics®, one of the nation's leading digital marketing solutions providers with a specialty in automotive, today announced a partnership with Los Angeles-based Kayne Partners, the growth private equity group of Kayne Anderson Capital Advisors, L.P., a \$24 billion alternative investment firm.

The investment by Kayne Partners provides substantial financial support for Search Optics to further develop its custom marketing solutions and strengthen its presence within the automotive industry while identifying and seeking to expand in growth markets and industries. Search Optics has experienced over 40 percent annual financial growth over the past five years and the investment by Kayne Partners aligns with Search Optics' intended growth strategy in the digital marketing arena for years to come.

With a diverse fund portfolio across multiple industries, the investment by Kayne Partners represents a strategic alliance that will further position Search Optics as a preferred custom digital solutions provider across multiple industries.

"As a leader in the digital marketing space, we are always looking at opportunities to differentiate and strengthen our company, which is why we've engaged with Kayne Partners," said David Ponn, chief executive officer of Search Optics. "Through our discussions, it became clear to us that Kayne Partners shared our passion and mission for growth and continued success of providing strategic, results-driven marketing campaigns led by real people, to our clients."

"Kayne Partners has a strong track record of partnering with leading, high growth companies, and we are excited about our partnership with Search Optics and their management team," said Doyl Burkett, partner, Kayne Partners Fund. "We believe the automotive industry will continue to move towards more efficient and effective digital marketing initiatives, and Search Optics is uniquely positioned to help their customers take advantage of this industry shift. We continue to be impressed by the founders, their management team, and the offerings they bring to their clients," Burkett added.

The investment will help Search Optics continue expanding its reach and providing customized digital marketing strategies to its customers. Search Optics prides itself on its best asset: the creative digital marketing experts that strategize and manage each and every campaign, something that sets them apart from other digital marketing companies. The results-driven marketing technology, backed by these experts, offers a strategic combination of the most effective and results-driven tactics in the industry, including:

- Virtual Showroom®
- Display advertising
- Email marketing solutions
- Mobile website platform
- SEO
- Mobile applications
- Comprehensive tracking for all media
- Social media and reputation management services
- Managed paid search
- Local search platform

Search Optics was advised by Telos Advisors, LLC on the transaction with Kayne Partners. Specific investment terms were not disclosed.

### **About Search Optics**

Search Optics is a digital marketing company that specializes in custom, integrated solutions with an emphasis on ROI-based solutions. The company uses an uncommon blend of leading edge technology and human interaction to turn virtual traffic into measureable results. Search Optics, which was founded in 1998, has corporate offices in San Diego, Detroit and Toronto, and field locations in major markets throughout the U.S. and Canada. For more information, please visit [www.searchoptics.com](http://www.searchoptics.com).

### **About Kayne Anderson Capital Advisors, L.P.**

Kayne Anderson Capital Advisors, L.P., founded in 1984, is a leading independent alternative investment management firm focused on niche investing in upstream oil and gas companies, energy infrastructure, specialized real estate, middle market credit, growth private equity and distressed municipal opportunities. Kayne's investment philosophy is to pursue niches, with an emphasis on cash flow, where our knowledge and sourcing advantages enable us to deliver above average, risk-adjusted investment returns. Kayne manages over \$24 billion in assets for institutional investors, family offices, high net worth and retail clients and employs 240 professionals in eight offices across the United States. For more information about Kayne Anderson, visit [www.kaynecapital.com](http://www.kaynecapital.com).

### **About Kayne Partners Fund**

Kayne Partners Fund is the growth private equity group of Kayne Anderson Capital Advisors and is a leading provider of capital and connections to rapidly growing companies in North America. Since its inception more than a decade ago, it has invested over \$600 million in platform investments and add-on acquisitions. Kayne Partners Fund partners with driven entrepreneurs as a non-control minority investor. For more information about Kayne Partners Fund, visit [www.kaynepartners.com](http://www.kaynepartners.com).

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