

FOR IMMEDIATE RELEASE

STARMOUNT RECEIVES GROWTH CAPITAL FROM KAYNE PARTNERS

LOS ANGELES, CA (December 10, 2013) – Starmount (“Starmount”), a leading provider of mobile selling and omni-channel customer engagement solutions for retailers, has partnered with Kayne Partners Fund to grow its business. Kayne Partners is the growth private equity group of Kayne Anderson Capital Advisors, L.P. a \$24 billion alternative investment firm.

Headquartered in Austin, Texas, Starmount was founded by retail industry veteran Joe Halloum in 2006. Starmount develops software solutions for mid- to large-sized retailers that combine the richness of the Web with access to enterprise systems to power mobile sales engagements and effectively create more personalized, relevant, and dynamic interactions with customers.

“We are proud to have the support of Kayne Partners at this important juncture in Starmount’s growth. Our partnership will enable Starmount to significantly expand its sales and marketing investments, both domestically and internationally, as well as accelerate our product roadmap. We are particularly pleased with how our vision is aligned with Kayne Partners’ strategy in retail technology,” said Joe Halloum, chief executive officer Starmount.

“Kayne Partners strives to identify and partner with companies uniquely positioned in high growth industries and backed by exceptionally strong management teams. The Web and mobile have transformed the way consumers investigate, select and purchase products. Brick and mortar retailers are focusing on adopting new technologies that can streamline the sales process and incorporate digital information. Kayne Partners recognizes the potential for significant future growth in this space and believes Starmount’s retail technology expertise, combined with their innovative product strategy, uniquely positions them to lead and benefit from retail’s omni-channel transformation,” said Nishita Pawar, vice president Kayne Partners.

“Kayne Partners is proud to partner with such an experienced and talented management team. We believe Starmount is well-positioned to become the dominant leader in providing innovative technology solutions for brick and mortar retailers,” said David Walsh, managing partner Kayne Partners.

About Starmount

Starmount software solutions bring the richness of the Web and the power of mobile into the store, where retailers can create more personalized, relevant and dynamic interactions with customers. From mobile selling and cross-channel engagement platforms to digital signage, Starmount’s retail solutions transform the store environment into a more connected, engaging shopping experience. Starmount works with a diverse client base of leading retailers around the world, such as Pep Boys, Urban Outfitters and Home Depot. For more information, please visit www.starmount.com.

About Kayne Partners

Kayne Partners 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 \$500 million in platform investments and add-on acquisitions. Kayne Partners seeks to partner with driven entrepreneurs as a non-control minority investor and provide transformative capital to these high growth companies. Kayne

Kayne Anderson

Capital Advisors, L.P.

Partners is the growth private equity group of Kayne Anderson Capital Advisors. For more information, please visit www.kaynepartners.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 approximately \$24 billion in assets (as of 9/30/2013) for institutional investors, family offices, high net worth and retail clients and employs 230 professionals in eight offices across the United States. For more information, please visit www.kaynecapital.com.

For more information on this transaction, please contact Nishita Pawar at (310) 282-2800 or npawar@kaynecapital.com.

Source: Kayne Anderson Capital Advisors, L.P.