



# For Immediate Release

Contact: Adam Gross

Phone: 212-754-0710

Email: adamg@jegi.com

---

## Stone Canyon Entertainment Announces Majority Investment in Vacation Connections

**(West Hollywood, CA – January 26, 2006)** Stone Canyon Entertainment Corp. (“Stone Canyon”), the leading provider of midway entertainment to fairs in North America, today announced the purchase of a majority interest in Vacation Connections, LLC (“Vacation Connections”). Stone Canyon was formed by Fredric D. Rosen, former President and CEO of Ticketmaster Corp, and The Cypress Group, a New York-based private equity firm.

Vacation Connections, headquartered in Montclair, NJ, is a fast growing specialty media, consumer promotion and experiential marketing company focused on reaching consumers in vacation, leisure and entertainment environments. The company’s targeted product sampling, event marketing and media programs connect leading consumer package goods and other national advertisers with more than 60 million consumers in environments, including cruise lines, thousands of hotels, ski and golf resorts, and numerous other leisure venues. Vacation Connections reaches consumers with an immersive branding experience that includes place-based advertising, in-room print vehicles, solo and cooperative product sampling, and events.

Brian Martin, Vacation Connections’ founder and CEO, stated, “Stone Canyon is a perfect partner for us. They will allow us to help our base of leading national advertisers to reach over 20 million additional consumers in a new exciting setting. This is a clear and logical venue extension for us and one that will enable our clients to immerse their brands in the excitement of the fair and festival environment.”

Rosen, CEO, Stone Canyon, said, “We are proud to welcome Vacation Connections to our family. As we continue to provide innovative midway entertainment, we are looking for additional ways to bring value to our clients and events. Vacation Connections brings further revenue opportunities to our fairs and, at the same time, enhances the value proposition for our attendees. We are eager to begin taking advantage of all the opportunities at hand.”

As part of this transaction, Vacation Connections is forming a new division to be solely dedicated to servicing the midway entertainment industry. Rosen added, “We reach unique and coveted consumers with our midway entertainment. Advertisers are recognizing this and are seeing the value in reaching our attendees at a time when they associate messages and products with the excitement of the surrounding entertainment. Vacation Connections’ attractive client base and marketing processes will be a welcome addition to our company.”

As part of the transaction, debt financing was provided by Guggenheim Corporate Funding, LLC.

Stone Canyon was advised by Wilma Jordan and Scott Peters of The Jordan Edmiston Group, Inc. (JEGI), the New York-based middle market media investment banking firm.

A team from Petsky Prunier LLC, led by Sanjay Chadda and John Prunier, served as exclusive financial advisors to Vacation Connections and initiated, structured and negotiated the transaction on behalf of the company.

### **About Stone Canyon Entertainment**

Stone Canyon Entertainment Corp. ([www.northamericanmidway.com](http://www.northamericanmidway.com)), through its wholly-owned subsidiary North American Midway Entertainment L.L.C., is the leading provider of midway entertainment to fairs in North America. Formed through the combination of Farrow Amusement Company, Conklin Holdings, Inc., Thebault-Blomsness, Inc. and affiliates, and Mid America Shows, Inc., North American Midway's mission is to be the leading provider of midway entertainment to its clients through the implementation of the highest operational standards in the industry. North American Midway provides midway attractions including rides, food and games to more than 20 million attendees at approximately 140 events annually, including 12 of the top 50 fairs in North America, in 17 states and 4 Canadian provinces.

### **About Vacation Connections**

Vacation Connections ([www.vacationconnections.com](http://www.vacationconnections.com)) is the leading sampling, media, and event marketing company specializing in reaching target audiences when they are in vacation, leisure, and entertainment environments. The company's targeted product sampling, event marketing and media programs reach more than 60 million consumers in environments including cruise lines; Las Vegas and South Beach; Orlando hotels; national parks; ski and golf resorts; spring break settings; timeshares; spas; NASCAR vacations; and 50+ vacations. Vacation Connections client's include American Express, BIC, Glaxo Smith Kline, Gillette, Unilever, Novartis, Colgate Palmolive, General Mills, Kraft, Wrigley, M&M Mars, Nestle, Dial, Pfizer, and Wyeth, among others.

### **About The Cypress Group**

The Cypress Group ([www.cypressgp.com](http://www.cypressgp.com)) is a New York based private equity group that manages two private equity funds with more than \$3.5 billion in commitments. Cypress invests in privately negotiated transactions, targeting operating businesses and investing with management to foster continued growth. Representative investments made by Cypress include Williams Scotsman, Inc.; WESCO International, Inc.; Montpelier Re Holdings, Ltd.; The Meow Mix Company; Financial Guaranty Insurance Company (FGIC); Communications & Power Industries, Inc.; Affinia Group Inc.; Stone Canyon Entertainment Corporation; Cooper-Standard Automotive; and Scottish Re Group Limited.

### **About The Jordan, Edmiston Group**

Founded in 1987, JEGI ([www.jegi.com](http://www.jegi.com)) is recognized as a leading provider of investment banking services on middle-market transactions in the media and information industries. JEGI's client base comprises a wide array of media and information companies, including global US and international diversified conglomerates and entrepreneurial businesses. JEGI also maintains extensive relationships with private equity funds and lending institutions that invest in the media and information industries.

### **About Petsky Prunier**

Petsky Prunier ([www.petskyprunier.com](http://www.petskyprunier.com)) is an investment bank providing merger and acquisition and private placement advisory services to buyers and sellers of marketing services and technology, multi-channel marketer, advertising and promotion and information companies. Petsky Prunier is affiliated with Winterberry Group ([www.winterberrygroup.com](http://www.winterberrygroup.com)) a unique strategic consultancy dedicated to helping companies in these same industries build profits and propel shareholder value through business assessment and planning, market intelligence and sector research and tactical execution support.