

# For Immediate Release

Contact: Adam Gross  
Phone: 212-754-0710  
Email: adamg@jegi.com

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## CIVC Partners Invests in Medical Knowledge Group

**New York, NY February 21, 2008** – CIVC Partners ([www.civc.com](http://www.civc.com)), a leading private equity firm based in Chicago, has invested in Medical Knowledge Group, LLC ([www.mkgny.com](http://www.mkgny.com)), a provider of medical communications and health care education services based in New York City. As part of the transaction, key managers reinvested a portion of their proceeds, retaining a significant ownership in the Company.

The Jordan, Edmiston Group, Inc. ([www.jegi.com](http://www.jegi.com)), the New York-based investment banking firm that specializes in media and information, represented Medical Knowledge Group in this transaction and acted as its exclusive financial advisor.

Medical Knowledge Group is a holding company comprised of several best-in-class organizations dedicated to addressing the unmet education needs of physicians and other health care professionals. Guided by strategic insight and medical/scientific acumen, MKG companies specialize in distinct areas of health care marketing and/or communications across all media platforms.

The investment in Medical Knowledge Group represents another example of CIVC's investment strategy of partnering with exceptional, visionary management teams at market-leading companies in our affinity areas. Medical Knowledge Group is led by Leon Behar, Jeffrey Schab and Edward Lazarowitz (the founders of the Company). These three executives are industry leaders with a keen understanding of how to achieve success in health care marketing and education services. CIVC has extensive experience in the marketing services and education services industries. This expertise enabled CIVC to close the transaction quickly, despite difficult financing markets. As management's partner, CIVC will provide strategic guidance and has committed growth capital to Medical Knowledge Group in support of management's plans for organic growth and external expansion in the coming years.

### **About CIVC Partners**

CIVC Partners, a leader in private equity investing for nearly 40 years, manages \$1.3 billion in private equity capital and currently invests from a \$650 million fund. CIVC provides growth and buyout capital to middle-market companies and executives with a focus on business services, financial services, and media and information services.

### **About JEGI**

The Jordan, Edmiston Group, Inc. (JEGI) of New York, NY is the leading provider of independent investment banking services for the media and information industries. As the leading M&A advisor to media and information companies, JEGI has closed numerous high-profile transactions for: Global Media and Information Companies; Entrepreneurial Owners; and Private Equity and Venture Capital Funds. JEGI has established an impeccable reputation in the marketplace, which reflects its superior performance on behalf of its clients. The firm's executive team of investment bankers has over 200 years of combined experience across the media and information market sectors that JEGI serves.

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150 East 52<sup>nd</sup> Street • 18<sup>th</sup> Floor • New York, NY 10022 • 212-754-0710 • [www.jegi.com](http://www.jegi.com)