

ProSites Announces Acquisition by The Riverside Company

Combination of two portfolio companies expands best of class website solutions within the professional marketplace.

Temecula, CA – July 16, 2013 –ProSites, Inc., the innovative leader in medical and dental website design, today announced its acquisition by The Riverside Company, a global private equity firm with over \$3.5 billion in assets under management. In conjunction with the acquisition, ProSites will merge with Riverside portfolio company CPASiteSolutions (CPASS), the premier website design firm for accounting professionals.

The merger leverages synergies between two market leaders by combining innovative technology and design expertise, among other assets, to deliver comprehensive online marketing solutions for dental, medical, and accounting professionals.

ProSites Founder and CEO, Lance McCollough, will now serve as the CEO of the combined company, and Brian O’Connell of CPASS will remain involved as a consultant on the company’s strategic initiatives. Both will serve on the board of the combined company in addition to retaining significant ownership stakes.

“We are very excited about the combination of ProSites and CPASiteSolutions,” stated McCollough. “Both companies share a common passion for providing great websites to make it easy for professionals to grow their practices. Combining our design and technological expertise will help us better serve our members, which is what we focus on each and every day.”

O’Connell agrees. “This opportunity will allow us to harness the best features and resources of both companies, helping our clients to position their firm on the Internet even more effectively and efficiently.”

The combined company currently serves over 13,000 professionals worldwide, with anticipated growth and expansion within new and existing markets in the near future.

About ProSites

ProSites is the innovative medical and dental website design and Internet marketing leader, serving over 6,600 doctors. Their professional websites integrate patient-focused content, search engine optimization (SEO) techniques, and a collection of interactive features to help generate new patient appointments and streamline patient communications. Recognized for innovative technology, superior website designs, and search engine marketing expertise, ProSites has garnered numerous endorsements from elite associations nationwide. For more information, visit www.ProSites.com or call (888) 932-3644.

About The Riverside Company

The Riverside Company is a global private equity firm focused on acquiring growing businesses valued at up to \$250 million (€200 million in Europe). Since its founding in 1988, Riverside has invested in more than 310 transactions. The firm's international portfolio includes more than 75 companies.

(<http://www.riversidecompany.com> or <http://www.riversideeurope.com>)