

## SUCCESS STORY - RMG NETWORKS

**TallGrass Public Relations connections assured RMG Networks a successful launch as a public company.**



### Company

RMG Networks (NASDAQ: RMGN) is a global leader in the digital signage media industry. The company delivers digital signage media solutions for corporate networks, consumer networks, and advertising networks, including nearly 70% of the Fortune 500.

### Challenge

RMG set out ambitious financial and operational goals for itself in the spring of 2013. Then based in San Francisco, the company was preparing to go public on NASDAQ through a reverse merger with Chicago-based Sachs Acquisition Corporation, a special purpose acquisition company. RMG was preparing to do this with TallGrass as its sole public relations counsel and without the assistance of an investor relations firm.

The company was also readying an acquisition of Dallas-based Symon Communications that would be announced at nearly the same time, with the effect of doubling the company's size by head count and revenue. The acquisition would fundamentally change RMG's scope of business, expanding its business from out-of-home advertising to enterprise solutions for new verticals like supply chain, internal communications and contact centers.

RMG and Sachs management also wanted to increase equity in their personal brands. The newly-combined company would be by far the largest publicly-traded company in the digital signage industry by revenue. Executives wanted to go beyond delivering news about the company to offer a vision of the industry and digital signage as a technological medium.

TallGrass's strong connections and good advice helped us make the most of our initial public offering. They continue to be our trusted partner for helping us position our company and industry as a huge growth opportunity for our investors, customers and partners.



*Rick Mattock  
SVP, Product Marketing  
RMG Networks*



The screenshot shows a news article from VentureWire titled "On Brink of Reverse Merger, RMG Aims at Consolidating Digital Out-of-Home Market". The article discusses RMG's plans to go public through a reverse merger with Sachs Acquisition Corporation. Other news items visible include Arcadia Biosciences raising \$33M for Genetic Engineering Products in Agriculture, Italy's United Ventures closing EUR80M Fund, and Car Engine Co. Pinnacle Engines Eyes Asia After.

### Solution

TallGrass partnered with RMG to generate media coverage in mainstream financial, tech and news outlets. Because the firm was not bound by the usual Quiet Period rules, we were able to reach out to media 10 days before the projected street date for the reverse merger to secure interview opportunities for RMG's CEO with financial and tech media. We worked hand-in-hand with RMG marketing communications to formulate strategy and determine the potential best fit journalists for the story.

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In preparation for the day, TallGrass used its connections to get the attention of mainstream business journalists, who may ordinarily have given only a brief mention to an IPO for a market capitalization below \$1 billion. We also created public relations collateral which included a schedule, a press kit with team bios, media references, FAQs, b-roll, screen shots, and other company marketing assets.

TallGrass was ultimately able to secure coverage for the CEO with outlets including The Wall Street Journal, GigaOm, PEHub, Dow Jones Venturewire, San Francisco Business Times and TechCrunch. We also netted attention from Chicago business media that were interested in the latest financial moves by Mr. Sachs, one of the city's top entrepreneurs, and from outlets covering the digital signage industry and out-of-home media.

The acquisition of Symon followed the IPO date by about three weeks. Because this news was now separated from the 'big day' and more industry-specific, the opportunity for coverage was not as great. Nevertheless, TallGrass was still able to generate stories about the new RMG within industry media and Mediabistro, the largest marketing outlet that regularly covers out-of-home advertising.

### Results

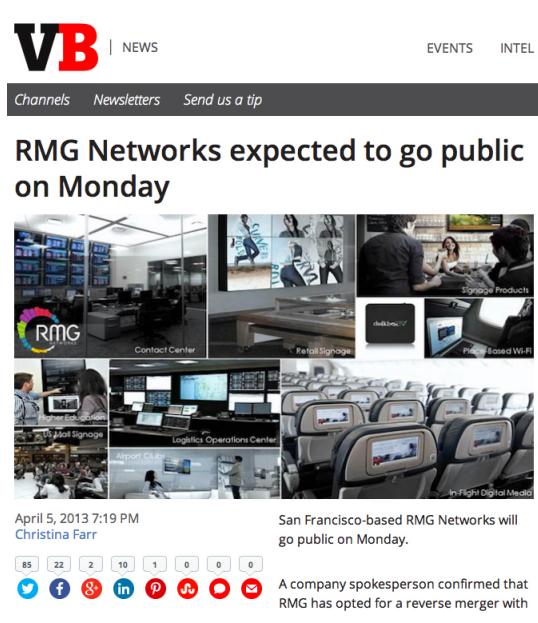
**Major national and regional press hits on the day of the Initial Public Offering, including from Dow Jones Venturewire, Reuters PEHub, VentureBeat and San Francisco Business Times**

**Follow-up stories on the Symon acquisition in Mediabistro and others.**

**RMG CEO Garry McGuire was later interviewed on TheStreet and in Middle Market Executive as a leader in the digital signage industry. He was also quoted in a story in USA Today about use of digital signage in hotels.**



The screenshot shows the homepage of the San Francisco Business Times. At the top, there is a navigation bar with links for 'Cities', 'Business Directory', 'Book of Lists', 'Upstart Business Journal', and 'Bizwomen'. Below the navigation is a red banner with the text 'SAN FRANCISCO BUSINESS TIMES'. The main content area features a headline 'RMG goes public with reverse merger' with a timestamp 'Apr 8, 2013, 3:57pm PDT'. To the left of the headline is a photo of a man identified as Patrick Hoge, a reporter for the San Francisco Business Times. To the right is a photo of a man, likely Garry McGuire, mentioned in the text. Below the headline is a brief summary: 'Reach Media Group Holdings Inc., a San Francisco-based digital signage company, went public Monday in a \$27.6 million reverse merger with SCG Financial'.



The screenshot shows the VentureBeat website. At the top, there is a navigation bar with links for 'Channels', 'Newsletters', and 'Send us a tip'. Below the navigation is a headline 'RMG Networks expected to go public on Monday'. To the left of the headline is a photo of a contact center. To the right are several smaller photos illustrating various applications of digital signage, such as in retail, restaurants, and airports. Below the images is a timestamp 'April 5, 2013 7:19 PM' and the name 'Christina Farr'. To the right is a caption: 'San Francisco-based RMG Networks will go public on Monday.' At the bottom, there is a social sharing section with icons for Twitter, Facebook, Google+, LinkedIn, Pinterest, and YouTube, along with a note: 'A company spokesperson confirmed that RMG has opted for a reverse merger with'.

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