



Symmetric Capital Provides Growth Equity for Gryphon Networks

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GRYPHON NETWORKS

Symmetric Capital is pleased to announce the closing of a minority equity investment in Gryphon Networks Corp., the leading provider of on-demand contact preference management and compliance solutions. The investment represents Gryphon's first institutional financing and will fund shareholder liquidity and working capital to accelerate the company's growth.

Gryphon was founded in 1999 to help consumer marketing companies more safely and successfully navigate the increasingly regulated consumer privacy environment. The company has achieved impressive growth over the last decade, driven primarily through direct sales to Fortune 500 companies and key strategic partnerships, including with Oracle and Salesforce.com. Gryphon's innovative approach to contact governance utilizes a centralized platform that melds compliance and preference management with rapidly changing regulations (e.g., federal, state, and local Do Not Contact legislation) and evolving customer preferences to allow safe, verifiable, and cost-effective permission-based marketing. Over 500 clients and 250,000 users – in sectors ranging from financial services and healthcare to consumer goods, hospitality, and retail – depend on Gryphon to manage their compliance, marketing and sales strategies efficiently and productively. Gryphon's patented solution delivers a distinct competitive advantage to its clients by centralizing the capture, collection, and application of consumer information in real time and bridging the critical gap between organizations and their customers – whether existing or prospective – across all contact channels (phone, email, direct mail, text, and fax).

“The decision to raise outside capital was an important and strategic milestone for Gryphon,” said Keith Fotta, the company's founder and CEO. “We're proud to be part of the Symmetric family and excited to have them as partners in our next stage of growth.” Gryphon President Scott Hambuchen, who joined the company early last year, stated, “With Symmetric's strategic guidance, financial expertise, and network of contacts, we are well positioned to provide the industry's most differentiated solution to an even broader range of customers.” *continues* ►



“We are excited about the opportunities ahead of Gryphon,” said Dan Doyle, Managing Partner of Symmetric. “Gryphon’s technology helps its clients succeed, by complying not just with regulations but with customers’ preferences. While sensitivity around consumer privacy has heightened in recent years, the channels through which a company can reach a consumer have expanded dramatically, from phone and direct mail to cell phone, email, and text. Empowered consumers now have the ability to choose the products and services in which they are interested, the channels through which they prefer to be contacted, and the desired frequency of communication. Organizations that can capture this data and leverage it effectively have a powerful opportunity not only to stay compliant but also to build close, one-to-one relationships with customers, strengthening their brands and even reducing marketing costs by filtering out unwanted communications.”

Gryphon is based in Norwood, Massachusetts, and its website is www.gryphonnetworks.com. ■

About Symmetric Capital

Symmetric Capital is a private equity firm investing in profitable growth companies throughout the United States and Canada. With the flexibility to invest in either minority or majority positions, Symmetric structures transactions that meet both the immediate and the longer-term objectives of owners and managers – all without changing a company’s entrepreneurial culture or introducing excessive debt that restricts growth. Since 1990, Symmetric’s principals have built dozens of successful, collaborative partnerships, beginning in each case with an equity investment to fund growth, shareholder liquidity, debt repayment, a management-led buyout or a strategic acquisition.

Symmetric targets companies with at least \$10 million in revenues and \$2 million in operating profits. Sectors of interest include business and financial services, healthcare, technology, software, education, and consumer and industrial products. With over \$200 million in committed capital under management, Symmetric typically invests \$5-25 million in each company. Larger transactions can be funded in partnership with our limited partners or with other co-investors.

For more information on Symmetric, please visit www.symmetriccapital.com.