



Bertram Capital Wins Two 'Transaction of the Year' Awards from The M&A Advisor

Procon/Enfotrace Transaction Awarded Professional Services Deal of the Year and Information Technology Deal of the Year

San Mateo, CA – January 3, 2012 – Bertram Capital is pleased to announce that their February 2011 acquisition of Procon/Enfotrace was selected as a winner of both the Professional Services (B-to-B) Deal of the Year and Information Technology Deal of the Year (for transactions under \$100 million) at the 10th Annual M&A Advisor Awards. Bertram Capital was recognized at the Awards Gala that took place on December 13th at the New York Athletic Club. Since 1998, The M&A Advisor has been facilitating connections between and recognizing achievements of leading mergers and acquisitions, financing and turnaround professionals around the world.

"Bertram Capital, with their acquisition of Procon/Enfotrace was one of a select few firms receiving multiple awards, standing out amongst an impressive peer group of middle-market private equity investors," said Roger Aguinaldo, CEO and Founder of The M&A Advisor. "With over 389 finalists, the competition was formidable. Bertram Capital clearly demonstrated how their unique transactional capabilities enable them to close highly complex and compelling deals."

"Bertram Capital is honored to be recognized by The M&A Advisor as the winner of two 'Sector Transaction of the Year awards'," said Jeff Drazan, Managing Partner. "The acquisition of Procon/Enfotrace highlights the differentiated capabilities Bertram Capital brings to the middle market: superior transactional resources that enable us to complete complex deals quickly and with certainty, a growth focused approach to building businesses in partnership with management and our strong relationships within the investment banking community, in this case with Morgan Joseph. From sourcing to executing a complex transaction, the Procon/Enfotrace deal reflects the distinctive strengths of the Bertram Capital team."

The Procon/Enfotrace acquisition merged two of the largest North American-based providers of risk mitigation products, most notably GPS tracking solutions and payment protection systems, to the subprime automobile finance industry. Bertram Capital overcame significant obstacles in bringing these two leading competitors together and completing the transaction. The combined entity provides comprehensive nationwide coverage to large financial institutions seeking a reliable partner to implement a payment protection program.

"We are excited to leverage these scale advantages to expand the company's product offerings to adjacent markets and deliver a host of new asset tracking applications," said Jared Ruger, Partner at Bertram Capital. "Since closing the acquisition in mid-February, Bertram has already made significant progress in expanding the company, including the hiring of key sales, finance, and software executives and the acquisition of a strategic intellectual property portfolio."

These awards recognize not only Bertram Capital's efforts in combining two market leading businesses, but also honors each of the firms who contributed to the process of closing this complex transaction, including: Morgan Joseph, McGladrey, Egerton McAfee, Armistead & Davis, PC and Wilson Sonsini.

"This transaction required a first-rate team of advisors to navigate the complexities associated with this deal. Under the leadership of Jared Ruger, the entire transaction team worked tirelessly to ensure a smooth and successful closing," said Jeff Drazan.

About Procon

Headquartered in Knoxville, TN, ProconGPS is the industry leader and world's largest provider of mobile resource management products and services to the subprime automotive finance industry. Solutions from ProconGPS reduce the costs, complexities and risks associated with managing mobile assets. ProconGPS currently has over 700,000 GPS tracking units in service throughout the US, Canada and Mexico. For more information, visit www.proconmrm.com

About Enfotrace

Enfotrace is one of the fastest growing companies in the subprime automobile finance industry. The company is headquartered in Irvine, CA, and currently has over 300,000 units deployed throughout the U.S., Canada and Mexico. For more information, visit www.enfotrace.com

About Bertram Capital

Bertram Capital is a private equity investment firm with more than \$850 million in capital under management. Founded in 2006, Bertram Capital's mission is to build value for equity holders, employees, customers, and partners by helping already profitable companies realize their full potential. For more information, visit www.bertramcapital.com

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