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WhiteHorse Capital Provides \$30.0 Million Senior Secured Financing to Rural Media Group, Inc.

WhiteHorse Capital, the direct lending affiliate of H.I.G. Capital, a leading global private equity and alternative assets investment firm with \$25 billion of equity capital under management, has provided \$30.0 million of a \$45.0 million senior secured financing to Rural Media Group, Inc. ("RMG" or the "Company"), including a \$21.4 million Last-Out Term Loan and an \$8.6 million Last-Out Delayed-Draw Term Loan. RMG is a Nashville-based content provider dedicated to rural and Western lifestyle. The company's operations include two cable TV networks, RFD-TV and the Cowboy Channel, that are distributed by the vast majority of cable and satellite networks, a Sirius XM radio channel, a magazine and an events business that annually puts on one of the largest rodeo championships in the country. The proceeds from the new \$45.0MM financing will be used to refinance existing debt, finance a portion of a minority equity buyout and for permitted acquisitions and capex.

"RMG exists in a highly competitive industry that is evolving rapidly," said RMG CFO, Steve Campione. "WhiteHorse's understanding of the

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industry and its flexibility will allow RMG to execute on initiatives that advance the company's agenda during these pivotal years."

Mark Bernier, Managing Director at WhiteHorse Capital, added, "We are very pleased to support the company's financing efforts and look forward to supporting their growth going forward."

About WhiteHorse Capital

WhiteHorse is the direct lending affiliate of H.I.G. Capital, a leading global private equity and alternative assets investment firm with \$25 billion of equity capital under management.* WhiteHorse provides debt financing to middle market companies across a broad range of industries, including business services, manufacturing, healthcare, retail, food/agriculture, and specialty finance. WhiteHorse has a broad investment mandate and provides senior and subordinated debt for refinancings, growth capital, acquisitions, buyouts, and balance sheet recapitalizations. WhiteHorse professionals, across the U.S. and Europe, have extensive experience and a proven track record of providing creative financing structures and employing a long term relationship oriented portfolio management philosophy.

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* Based on total capital commitments managed by H.I.G. Capital and affiliates.