

# Medical Knowledge Group, LLC

A MARKETING & INFORMATION  
SERVICES INVESTMENT

*by CIVC Partners*

Marketing & Information Services



CIVC Partners recently teamed with management to invest in **Medical Knowledge Group, LLC**, a provider of medical communications and health care education services based in New York City. As part of the transaction, key managers reinvested a portion of their proceeds, retaining a significant ownership in the Company.

## The Company

*Medical Knowledge Group is a New York City-based holding company comprised of several best-in-class organizations dedicated to addressing the unmet education needs of physicians and other health care professionals. Guided by strategic insight and medical/scientific acumen, MKG companies specialize in distinct areas of health care marketing and/or communications across all media platforms.*

## Value-Add Approach

*The investment in Medical Knowledge Group represents another example of CIVC's investment strategy of partnering with exceptional, visionary management teams at market-leading companies in our affinity areas. Medical Knowledge Group is led by Leon Behar, Jeffrey Schab and Edward Lazarowitz (the founders of the Company). These three executives are industry leaders with a keen understanding of how to achieve success in health care marketing and education services. CIVC has extensive experience in the marketing services and education services industries. This expertise enabled CIVC to close the transaction quickly, despite difficult financing markets. As management's partner, CIVC will provide strategic guidance and has committed growth capital to Medical Knowledge Group in support of management's plans for organic growth and external expansion in the coming years.*

*If you have a potential add-on opportunity for Medical Knowledge Group, please contact Marcus Wedner or John Compall.*

## CIVC PARTNERS' PORTFOLIO COMPANIES

### *sector*

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#### **Business Services**

**THE BRICKMAN GROUP**  
**Landscape Maintenance**

**ICON IDENTITY SOLUTIONS**  
**Custom Signage and Maintenance Provider**

**PRECISION CAMERA & VIDEO REPAIR**  
**Outsourced Camera Repair Services**

**THERMO FLUIDS INC.**  
**Used Oil Collection and Reprocessor**

### *sector*

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#### **Financial Services**

**FINANCIAL GUARANTY INSURANCE COMPANY**  
**Bond Insurance**

**GUARDIAN WARRANTY CORPORATION**  
**Vehicle Finance and Insurance Products**

**INNOVATIVE AFTERMARKET SYSTEMS**  
**Ancillary Vehicle Finance and Insurance Products**

**PACIFIC CREST SECURITIES**  
**Technology Focused Broker Dealer**

### *sector*

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#### **Marketing and Information Services**

**MEDICAL KNOWLEDGE GROUP, LLC**  
**Medical Communications and Healthcare Education**

**PIEDMONT TELEVISION HOLDINGS**  
**Television Stations**

### *sector*

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#### **Other**

**EPIC TECHNOLOGIES**  
**Electronic Manufacturing Services**

**K & K SCREW PRODUCTS**  
**Precision Screw Machining**

**LA FITNESS INTERNATIONAL**  
**Fitness Club Operator**

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#### **CIVC Contacts**

**John Compall**  
**Dan Helle**  
**Chris McLaughlin**  
**Mark McManus**

**David Miller**  
**Mike Miller**  
**Chris Perry**

**Scott Schwartz**  
**Marcus Wedner**  
**Keith Yamada**

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CIVC Partners, a leader in private equity investing for nearly 40 years, manages over \$1.3 billion in private equity capital and currently invests from a \$650 million fund. CIVC provides growth and buyout capital to middle-market companies and executives with a focus on business services, financial services, and marketing and information services. More information on CIVC Partners and its portfolio companies can be found at [www.civc.com](http://www.civc.com).