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505 Fifth Avenue  
New York, NY 10017

Corporate Headquarters  
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Livingston, NJ 07039  
[www.cit.com](http://www.cit.com)

## CIT Communications, Media and Entertainment



## Capital solutions

CIT Communications, Media and Entertainment provides a team of highly experienced financial professionals dedicated to serving the strategic and financial needs of industries within the communications, media and entertainment sectors. We specialize in providing financing for development, expansion, equipment, and strategic acquisitions.

### Financing for:

**Broadcasting and Publishing** - We offer sponsor-based financing solutions to companies for growth or acquisition purposes, companies with cash flow or enterprise value (stick deals). Areas of focus include:

- Radio and television station groups
- Business-to-business publications
- Print and internet-based information services
- Outdoor advertising
- Security monitoring
- Emerging media

**Communications** - CIT Communications Media & Entertainment provides financing solutions to emerging and established providers of value-added voice, data, and video services for the consumer and commercial marketplaces. Segments include:

- Wireline and wireless
- Cable television
- Satellite
- Collocation and managed service providers
- Other communication service/infrastructure providers

**Entertainment** - We have experience across a range of traditional Communications and Media sectors, providing an ideal platform to expand into both traditional entertainment as well as new delivery platforms. Areas of focus:

- Film production & distribution
- Television production
- Music publishing
- Theaters
- Cable and broadband programming



**Gaming and Leisure** - Communications, Media & Entertainment's professionals understand this highly regulated industry and provide financing for development, expansion, equipment, and strategic acquisitions. Areas of focus:

- Commercial casinos
- Native American casinos
- Racinos, slot parlors and card clubs
- Casino resort hotels
- Gaming equipment manufacturers
- Slot route operators
- Vacation ownership and leisure properties

**Information Services and Technology** - We provide creative financing solutions in the Information Services and Technology sectors for sponsor-backed borrowers demonstrating stable cash flows and established market leadership. Areas of focus:

- Technology-enabled and web-based businesses
- Enterprise software
- Information and marketing services
- Transaction processing
- Digital and online media

**Sports** - CIT Communications, Media and Entertainment provides financing solutions to professional sports franchises in the MLB, NBA, NHL and the NFL. Our expertise includes:

- Acquisition financing
- Recapitalizations and working capital lines of credit
- M&A advisory services for buy-side and sell-side transactions
- Valuation services for both franchises and venues (stadiums and arenas)

### Important Facts

- Professionals: 70
- Key Locations:
  - New York, NY
  - Morristown, NJ
  - Los Angeles, CA
  - Irvine, CA
  - Atlanta, GA
- Average Deal Size: \$10MM to \$250MM
- Security and investment banking services offered through CIT Capital Securities LLC, an affiliate of CIT

### About CIT

CIT (OTC: CITGQ) is a bank holding company with more than \$60 billion in finance and leasing assets that provides financial products and advisory services to small and middle market businesses. Operating in more than 50 countries across 30 industries, CIT provides an unparalleled combination of relationship, intellectual and financial capital to its customers worldwide. CIT maintains leadership positions in small business and middle market lending, retail finance, aerospace, equipment and rail leasing, and vendor finance. Founded in 1908 and headquartered in New York City, CIT is a member of the Fortune 500.

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