



FOR IMMEDIATE RELEASE

BUSINESS STRATEGY DRIVES ACQUISITIONS IN ENTERTAINMENT SECTOR

*Survey of North American Finance Executives
Highlights Key Factors Driving M&A Activity*

NEW YORK — February 26, 2008 — A new survey among middle market companies conducted by [CFO Research Services](#), in collaboration with [CIT Group Inc.](#) (NYSE: CIT), a leading global commercial finance company, reveals that 61 percent of senior-level finance executives from both U.S. and Canadian middle market entertainment companies consider acquisitions to play a contributing role in their current business strategy and 26 percent said it plays a major role.

The study, entitled *M&A in Challenging Times*, was fielded in November 2007 and surveyed 529 senior-level finance decision makers at middle market U.S. and Canadian companies from a wide range of industries. Within this overall study, 31 executives in the entertainment industry were surveyed. Complete results of the entire study can be found at <http://middlemarket.cit.com>.

ADDITIONAL ENTERTAINMENT SECTOR KEY FINDINGS:

- Thirty-seven percent of entertainment respondents said that the company is not likely to sell, spin off or divest a part of its business over the next 12 months, while 23 percent of the executives said that they will divest part of their businesses.
- When asked if the recent changes in capital markets will affect M&A transactions, 58 percent said the changes will not, while 42 percent said the changes will have an impact.
- Difficulty raising capital (45 percent) and lack of transparency in the private company's price, terms and other factors (36 percent) posed the greatest challenges middle market companies face when seeking to

acquire other businesses, compared with what larger companies experience.

- Forty percent of entertainment executives said that applying uniform human resources standards for hiring and evaluation was the greatest challenge after acquiring a company.

Individuals interested in receiving future updates on CIT via e-mail can register at <http://newsalerts.cit.com>.

About CIT's Research

As a leader in middle market financing, CIT is committed to conducting strategic, in-depth research on the middle market. This traditionally under-recognized industry segment generates more than twice the revenues (\$6 trillion in sales) and employs four times the number of people (approximately 32 million), as compared with the blue chips that comprise the Dow Jones Industrial Average¹. The release of *M&A in Challenging Times* follows CIT's inaugural [2007 U.S. Middle Market Outlook](#) survey conducted in conjunction with [The Economist Intelligence Unit](#).

About CIT

CIT (NYSE: CIT) is a global commercial finance company that provides financial products and advisory services to more than one million customers in over 50 countries across 30 industries. A leader in middle market financing, CIT has more than \$80 billion in managed assets and provides financial solutions for more than half of the Fortune 1000. A member of the S&P 500 and Fortune 500, it maintains leading positions in asset-based, cash flow and Small Business Administration lending, equipment leasing, vendor financing and factoring. The CIT brand platform, *Capital Redefined*, articulates its value proposition of providing its customers with the relationship, intellectual and financial capital to yield infinite possibilities. Founded in 1908, CIT is celebrating its Centennial throughout 2008. www.cit.com

About CFO Research Services

CFO Research is the sponsored research unit of CFO Publishing Corp., which publishes *CFO* magazine in the United States, Europe, China and Asia. CFO Publishing is an Economist Group business.

###

¹ U.S. Census, 2002

CIT MEDIA RELATIONS

Carol Berman

Vice President, Brand Marketing and Communications

212-461-5720

Carol.Berman@cit.com

Manning, Selvage & Lee

Rhonda L. Lipschutz

212-468-3050

Rhonda.lipschutz@mslpr.com