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## Carlyle, H.I.G. Ventures invest in Revshare

Washington Business Journal - by [Neil Adler](#) Staff Reporter

Private equity firm **The Carlyle Group** and venture capital firm H.I.G. Ventures said they have co-led a \$20 million investment in Revshare, a California company that operates a system that enable advertisers to bid for television time.

D.C.-based Carlyle, which has about \$75 billion under management, said its share of the investment comes from Carlyle Venture Partners III, a \$605 million fund.

H.I.G. Ventures, which has more than \$550 million under management, is the venture capital affiliate of **H.I.G. Capital**, a private equity firm with more than \$4 billion under management. H.I.G. Ventures has offices in Atlanta and Miami.

In Revshare's bidding system, advertisers specify a price they are willing to pay per response to their ads, and the air time is allocated according to media return on investment. Revshare has relationships with more than 1,500 English and Spanish television stations, cable systems, syndicators and networks that provide time on a performance basis.

The company, based in Temecula, Calif., has been profitable since it was founded in 1989.

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