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H.I.G., Carlyle sink \$20M in ad exchange

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H.I.G. Ventures and the **Carlyle Group** said they invested \$20 million in **REVShare**.

Temecula, Calif.-based REVShare is an exchange that allows advertisers to bid for television time on a cost-per-action basis - similar to the cost-per-click method of Web advertisers - versus the traditional method of charging based on projected audience size.

"REVShare's strong technology and results-based approach to advertising has become a great solution for many media providers," said John Kim, managing director of Miami-based H.I.G. Ventures, in a news release. "The experience and expertise of the REVShare team is impressive and we look forward to working with them to take the company to the next level."

H.I.G. Ventures is the venture capital affiliate of **H.I.G. Capital**. Carlyle's share of the investment comes from Carlyle Venture Partners III, a \$605 million U.S. venture and growth capital fund.

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