



MAZZONE & ASSOCIATES
INTEGRITY | EXECUTION

Mazzone & Associates, Inc. advises Whitewood Stable, Inc. on the sale of The Chronicle of the Horse, Inc.

Mazzone & Associates, Inc. is pleased to announce the sale of The Chronicle of the Horse, Inc. to the newly formed The Chronicle of the Horse, LLC. Mazzone & Associates served as the exclusive financial advisor to Whitewood Stable, Inc. on its sale of The Chronicle of the Horse, Inc.

The CHRONICLE of the HORSE

About The Chronicle of the Horse, Inc. and Whitewood Stable, Inc.

Prior to the transaction, The Chronicle of the Horse, Inc. and its parent company Whitewood Stable, Inc. owned and published *The Chronicle of the Horse*, the leading resource for sport horse enthusiasts for 76 years, and its complementary website, *chronofhorse.com*. Launched in 1937 as a local publication, *The Chronicle of the Horse* quickly evolved into a national resource for sport horse news. Today, *The Chronicle of the Horse* is the leading resource for sport horse news in America, and *chronofhorse.com* is the world's largest non-racing equine website.

About The Chronicle of the Horse, LLC

Newly formed, The Chronicle of the Horse, LLC owns and publishes *The Chronicle of the Horse* and its complementary digital assets including *chronofhorse.com*. The Chronicle of the Horse, LLC is owned by Mark Bellissimo, the managing partner and largest shareholder of Wellington Equestrian Partners LLC, which includes Equestrian Sport Productions LLC. ESP operates the Winter Equestrian Festival in Wellington, FL, attracting more than 5,000 horses from 49 states and 30 countries with more than \$6 million in prize money to their Palm Beach International Equestrian Center each winter.

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FIRM OVERVIEW

Mazzone & Associates, Inc. is a mergers and acquisitions advisory firm serving the middle market. We provide comprehensive transactional services for middle market companies, private equity groups and individuals buying and selling companies, raising capital and structuring debt. Mazzone & Associates has experience working on more than 300 transactions valued in excess of \$50 billion across a broad range of industries. We are relationship focused and appreciate that assignments are "life events" for many of our clients. Mazzone & Associates' goal is to achieve the maximum results and value for its clients and their shareholders by executing transactions with the integrity, premium service and confidence they want, require and deserve.

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FOCUS INDUSTRIES

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- E-tailing
- Financial Services
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- Manufacturing
- Medical Devices
- Packaging & Printing
- Real Estate & REITS
- Restaurants & Franchises
- Services & Installations
- Staffing
- Telecommunications
- Transportation & Logistics

Mazzone & Associates, Inc. is a member of the Securities Investor Protection Corporation ("SIPC"). You may obtain information about SIPC, including the SIPC Brochure, by calling the SIPC Membership Department at (202) 371-8300 or visiting them on the Web at www.sipc.org.