

# KASPER & ASSOCIATES

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**\*\* FOR IMMEDIATE RELEASE \*\***

## **Subject: GIE Media Acquires Branch-Smith Publishing**

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**GIE Media, Inc.** of Richfield, Ohio announced that it has acquired substantially all of the assets of Fort Worth-based **Branch-Smith Publishing**. This development adds four titles to GIE: *Greenhouse Management & Production*, *Nursery Management & Production*, *Garden Center* and *Garden Center Product Source*. In making the acquisition GIE significantly extends its position serving the commercial horticultural and specialty markets.

GIE President & COO Christopher W. Foster commented, "We are excited to add these publications to our company and build upon the proud history and market commitment the Branch family has demonstrated since 1915. We're humbled by the deep roots and strong tradition of these market-leading titles. The addition of these four titles to GIE Media provides us the opportunity to serve a new segment of business managers in markets important to a large cross-section of our current customer base."

Prior to the acquisition GIE served the horticulture markets through its *Lawn & Landscape*, *Golf Course Industry* and *Commercial Dealer* magazines. Additionally, it serves the structural pest control industry through *Pest Control Technology* magazine. "GIE has been fueled by strategic acquisitions and innovative media extensions over the years, but the real secret to our success has been an ongoing willingness to invest in products and build upon them by creating strong relationships with our readers and advertising customers," remarks GIE Executive Vice President Dan Moreland.

"We're pleased that our Branch-Smith publications have been acquired by GIE Media," says Mike Branch, President of Branch-Smith Publishing. "It was important to us when we made the difficult decision to exit this part of our family's heritage business that we find a company that would be truly committed to elevating our magazines to the next level of market value. We're confident GIE Media is that company, and we're excited by their plans to make important investments to extend the business values established by four generations of our family."

Branch-Smith, a family business based in Fort Worth, Texas, will continue to focus on its award-winning Branch-Smith Printing company, which specializes in books, catalogs, directories and other print solutions for publishers. **Kasper & Associates**, Fort Worth's leading mergers and acquisitions firm since 1984, acted as Branch-Smith's exclusive broker in the transaction.

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