

Brooks, Houghton Serves as Financial Advisor to Peter Li, Inc. on Sale to an International Communications Group

Peter Li, Inc.
and its operating brands

 

have been acquired by


Bayard, Inc.

*The undersigned assisted in the negotiations and acted as
exclusive financial advisors to Peter Li, Inc.*

 **BROOKS, HOUGHTON & COMPANY, INC.**


July 2014

Transaction Summary

Brooks, Houghton & Company, Inc. ("Brooks, Houghton") is pleased to announce the sale of **Peter Li, Inc.** ("Peter Li"), a Dayton, Ohio-based religious educational publishing and media company, to **Bayard, Inc.**, a Catholic media company owned by the Congregation of the Augustinians of the Assumption with its U.S. headquarters in New London, Connecticut. Brooks, Houghton and B. Riley & Co., LLC served as exclusive financial advisors to Peter Li in connection with the transaction.

Peter Li serves the K-12 market through two divisions: the Peter Li Education Group, publisher of *Catechist* and *Today's Catholic Teacher* magazines, and the Pflaum Publishing Group, publisher of Catholic religion educational programs, such as *Pflaum Gospel Weeklies*, and supplemental materials.

This transaction represents the second financial advisory assignment completed for Peter Li by Brooks, Houghton and B. Riley & Co. In 2013, Peter Li sold its award-winning trade publications, *School Planning & Management* and *College Planning & Management*, to 1105 Media, Inc.

About Peter Li, Inc.

Based in Dayton, Ohio, Peter Li, Inc. is a leading educational publishing and media company serving the religious education market. Founded in 1971, with its origins dating back to the 1885, the company publishes Catholic religion educational magazines and programs, including *Catechist*, *Today's Catholic Teacher* and *Pflaum Gospel Weeklies*, as well as book products, teaching resources and other supplemental materials for Catholic schools and parishes.

About Bayard, Inc.

In 1863, the Catholic religious order of the Augustinians of the Assumption (Assumptionists) founded in France what was to become an international communications group now present in 41 countries with 1,500 employees and more than 110 publications throughout the world. Bayard Inc. in the U.S., Bayard SA in France, and Bayard Presse Canada are all sister companies belonging to the Assumptionists. Bayard's Catholic and youth periodicals include *Catholic Digest*, *Today's Parish*, *Living With Christ* and *Owl* magazine

About Brooks, Houghton & Company, Inc.

Founded in 1989, Brooks, Houghton & Company, Inc. ("Brooks, Houghton") is a leading New York-based merchant bank. Brooks, Houghton provides investment banking services and direct investments to middle market and emerging growth companies. The firm is highly experienced in mergers and acquisitions, debt and equity capital raising, and corporate finance matters, as well as principal investing through various mezzanine debt funds managed by its senior personnel. The firm's broker/dealer, Brooks Houghton Securities, Inc., is a member of FINRA and SIPC.

About B. Riley & Co., LLC

B. Riley & Co., LLC ("B. RILEY") is a leading investment bank which provides corporate finance, research, and sales & trading to corporate, institutional and high net worth individual clients. Investment banking services include initial, secondary and follow-on offerings, institutional private placements, and mergers and acquisitions advisory to public and private middle market companies. The firm is nationally recognized for its highly ranked proprietary equity research. B. RILEY is headquartered in Los Angeles and maintains offices in New York, San Francisco, and Newport Beach, CA. B. RILEY is a member of FINRA and SIPC.

Gerald Houghton
President - Brooks, Houghton
ghoughton@brookshoughton.com
Tel: 212-329-1661

Anthony Moretti
Managing Director - Brooks, Houghton
amoretti@brookshoughton.com
Tel: 212-329-1667