



First Analysis invests \$3 million in marketing services company Freeosk

CHICAGO – August 5, 2013 – First Analysis, a leading private growth-equity investor, has made a \$3 million investment in [Freeosk Inc.](#), a data driven marketing services company based in Chicago. Proceeds from the financing will be used to purchase capital equipment, fund additional staffing, install the Freeosk system in a major national retailer, and provide further product development. Farmington Hills, Mich., based Beringea LLC participated alongside First Analysis in the \$6 million Series A funding round.

Freeosk is a proprietary marketing services platform that offers consumers a fast and fun way to get free samples of new products wherever they shop, play, and explore. Via a network of interactive kiosks that automatically distribute a free sample, Freeosk aims to improve current product sampling solutions by increasing consumer conversion rates while providing deeper insights to retail and manufacturer partners about how shoppers discover and adopt new products. Freeosk has orchestrated pilot programs in several retail outlets and is contracted to introduce the concept nationwide later this year.

“We’re excited to become part of the Freeosk story,” said Jim Macdonald, managing director at First Analysis. “Giving major brands an opportunity to engage with consumers in an in-store setting and then leverage that interaction with data, Internet, and mobile connectivity is hugely powerful for brands and retailers.”

Freeosk President Matt Eichorn said, “This investment provides the capital for Freeosk to take a major step forward in becoming a leader in measuring how shoppers adopt new products, but we’re equally pleased to gain the support and expertise of two respected partners in Beringea and First Analysis. We hope to benefit greatly from their extensive experience and domain knowledge.”

In addition to automated kiosks, Freeosk coordinates staffed demonstration events in select warehouse club channel retailers. These special events optimize traditional sampling by combining different products together to offer relevant solutions to shoppers, resulting in a better in-store experience and incremental sales. Freeosk is a leader in this niche marketing services segment as a result of its dynamic staffing models, detailed event management programs, and support of its long-tenured relationships with major CPGs.

About First Analysis

[First Analysis](#) has one of the longest records (28 years) in private capital investing and has invested more than \$700 million across 12 funds in three fund families. First Analysis invests in high-growth sectors where its expertise and differentiated research approach drive success: health care, IT applications and outsourced services, and clean-tech / infrastructure. First Analysis helps established companies become profitable leaders in large markets, funding growth plans and working closely with management in areas including strategy, recruitment, sales and marketing, and corporate development. Its flexible approach targets investing \$3-10 million as lead investor or as a syndicate partner who brings valuable perspective to the table.

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