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## **CyberRisk Alliance Acquires SC Media**

***Establishing its Digital Content and Deep Audience Platform,  
while Expanding its Event Portfolio***

**New York, NY, August 5, 2019** -- [CyberRisk Alliance](#) (“CRA”), a business intelligence company serving the cybersecurity and information risk management marketplace, has acquired [SC Media](#), a digital information and event company serving cybersecurity executives and other business professionals, from Haymarket Media, Inc.

SC Media, a venerable award-winning brand, provides critical content and a range of other information and marketing services to cybersecurity executives, business leaders and the security and IT communities at large with timely, independent news and features; expert guidance; trusted product reviews; online and live events; digital and specialized marketing services; and professional recognition and awards programs. Its services are accessed through its robust website, resource library, event portfolio and *SC Magazine*. Through its rich content and diverse portfolio of services, the brand has assembled an audience of over 800,000 members and is recognized as a champion of cybersecurity and executive leaders.

The transaction represents another key strategic acquisition for CyberRisk Alliance as it executes its aggressive strategy to serve the rapidly expanding cybersecurity and information risk management marketplace with a diverse portfolio of business intelligence services comprised of market-leading brands.

The acquisition of SC Media is the third transaction closed by CyberRisk Alliance since its recent founding in November 2018. The company has made several swift and momentous moves to establish and build out its portfolio. Its first acquisition occurred earlier this year when it acquired Infosec World Conference and Expo in February. This April, CRA completed an investment in the CyberSecurity Collaboration Forum, a series of regional invitation-only events, founded by Bob Dethlefs and based in Portland, Oregon. As part of that arrangement, Dethlefs, who also founded Evanta in 2003, joined CRA’s board as its chairman.

Through its early actions and investments, CyberRisk Alliance is quickly ascending to a leadership position as one of the foremost business intelligence resources to the cybersecurity and information risk management marketplace. The acquisition and integration of SC Media, celebrating its 30th anniversary and having received numerous industry awards, provides key assets with its rich content and deep audience engagement, which will advance the strategy and play a lead role in the continuing development of the business.

“SC Media is a strong and influential brand that has made innumerable contributions to an industry that has experienced meteoric advances in recent years,” said CyberRisk Alliance CEO and Founder Doug Manoni. “This acquisition represents a cornerstone investment of our portfolio strategy. It’s a privilege to contemplate the integration of this respected brand and its team of accomplished professionals alongside the other recent investments and organic growth initiatives of our fast-growing portfolio. SC Media has consistently set itself apart from other industry information resources through its high-quality editorial content and ever-expanding portfolio of digital marketing services. The additional market perspective and intellectual leverage it brings will enable us to contribute markedly to information demands of the rapidly-evolving worldwide cybersecurity industry.”

“We look forward to further cultivating and progressing SC Media’s global trajectory as part of this dynamic industry with high expectations for what we’ll achieve as part of CyberRisk Alliance given our shared mission and the addition of further resources and investment,” said Illena Armstrong, VP, Editorial, SC Media. “Together, we’ll be able to furnish cybersecurity professionals with an increasing range of robust, independent and pragmatic informational- and intelligence-based products that will aid them greatly in bolstering their organizations’ resiliency- and risk-management strategies.”

David Steifman, VP, Publisher, SC Media, added: "This partnership is a welcome step forward in the continuing evolution of SC Media’s rich history. It will allow us to focus our efforts on building our great brand and expanding our capabilities with best-in-class data products and marketing solutions for our customers as part of a unified cybersecurity organization. We’re very excited about the brand’s future and how, together, we can further reinforce and strengthen the value proposition for our customers.”

“Under Haymarket, SC Media has recognized significant growth as an innovative and dominant player in the cybersecurity industry,” said Lee Maniscalco, CEO of Haymarket Media U.S. “As a leading information resource in this dynamic marketplace, SC Media is poised to continue to prosper as part of CyberRisk Alliance’s growing portfolio. The acquisition positions SC Media well for ongoing success.”

Kevin Costello, CEO of Haymarket Media Group commented, “SC is a formidable brand and under our ownership we have seen it enjoy double-digit growth. I am confident in the hands of CyberRisk Alliance, it will continue to go from strength to strength. I wish David, Illena and the rest of the SC US team the best of luck. This divestment allows us to focus on our two core markets in the US, being Medical and Marcomms, in which we will continue to invest and grow. We will continue to run the UK SC business, in partnership with CyberRisk Alliance.”

Scott Peters, co-founder of Growth Catalyst Partners, the equity firm partnering with Manoni to establish CyberRisk Alliance, sees a solidly strong future for CyberRisk Alliance with this latest acquisition. Peters said, “This is a significant development that solidifies CyberRisk Alliance’s position as an authoritative business intelligence company. It will enable CRA to contribute meaningfully to this important industry that is central to underpinning nation-states’ critical infrastructures and worldwide trade.”

### **About SC MEDIA**

SC Media is cybersecurity. For 30 years, the award-winning journalistic brand, website, conference group, resource library and publication has furnished cybersecurity executives and other business leaders with the most timely, independent news, features, trusted product reviews, online and live events, and awards and professional recognition programs. SC Media's distinctive and independent product reviews are used by executives to help them decide which cybersecurity products and services they should purchase to safeguard their infrastructures. The SC Awards programs, produced both in the USA and Europe, have long been revered as the preeminent event honoring and recognizing notable companies, professionals and technologies. For more information, visit [www.scmagazine.com](http://www.scmagazine.com).

### **About CyberRisk Alliance**

CyberRisk Alliance is a business intelligence company founded through a partnership between Doug Manoni and Growth Catalyst Partners in November 2018, and created to serve the high-growth, rapidly evolving cybersecurity and information risk management marketplace. The company is comprised of a diversified portfolio of business information products and services with a shared mission of informing, educating and training business professionals, while building community and facilitating industry commerce. The company is pursuing an aggressive growth strategy through a combination of organic product development and a series of highly targeted acquisitions and partnerships – bringing together leading brands – and it is led by a collaborative and highly accomplished team of entrepreneurs, operators and investors. In addition to SC Media, the company's portfolio currently includes InfoSec World Conference and Expo, the Security Leadership Exchanges, and Cybersecurity Collaboration Forums.

For more information, visit [www.cyberriskalliance.com](http://www.cyberriskalliance.com).

### **About Growth Catalyst Partners**

Growth Catalyst Partners ("GCP") is a lower-middle market private equity firm focused on information, marketing and tech-enabled services businesses. GCP's strategy involves targeting growth segments of industries and identifying market leading companies with breakout potential. GCP partners with top executives within those industries and provides capital and expertise to the incumbent management teams of the targeted businesses. GCP was founded by veteran private equity investor Jim TenBroek and leading investment banker Scott Peters, who have led hundreds of transactions and successful investments in services businesses for over 20 years. For more information, visit [www.growthcatalystpartners.com](http://www.growthcatalystpartners.com).

### **About Haymarket Media, Inc.**

Haymarket Media, Inc. is an award-winning specialist content and information business. With 24 market-leading media brands, it offers unmatched expertise and insight through balanced, relevant, original content across a spectrum of media channels. Haymarket Media, Inc. is home to the highly regarded health care professional brands such as *Clinical Advisor*, *Dermatology Advisor*, and *MPR* among a portfolio of HCP-focused, specialty-specific websites, as well as the esteemed business media titles *PRWeek* and *MM&M (Medical Marketing & Media)*. Haymarket Media, Inc. is part of Haymarket Media Group. The company has more than 70 market-leading brands world-wide including *What Car?*, *Autocar*, *Campaign*, *PRWeek* and *Finance Asia*. For more information, visit [www.haymarket.com](http://www.haymarket.com).

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