

**EMBARGOED UNTIL** March 7, 2017 12:00 pm ET

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## **SHOW-SCORE COMPLETES \$2.0 MILLION FINANCING**

### ***Unites Group of Strategic Entertainment Industry and Internet Technology Executives***

**March 7, 2017 (New York, NY) – Show-Score.com**, a website that helps theater fans discover shows they love, today announced the completion of a \$2.0 million financing round.

The round unites a strategic group of entertainment industry and Internet technology executives who are dedicated to increasing demand for live theater. Investors include board members from major non-profit theater companies, including The Roundabout Theatre Company in New York, the Center Theatre Group in Los Angeles, and The Guthrie Theater in Minneapolis.

The round was led by The Seelig Group (TSG), an entertainment and media investment and advisory firm. **Chip Seelig**, the founding partner of TSG, is a long-time theater patron, co-producer and past board member at the Roundabout Theatre Company. **Ashley DeSimone**, head of TSG's live entertainment initiative, is an active co-producer on and off Broadway as well as a supporter of the Eugene O'Neill Theater Center, the La Jolla Playhouse, Bay-Street Theater and Equity Cares/Fights AIDS.

Select other investors in this round include:

- **Kevin Ryan**, an internet entrepreneur who has founded Gilt Group, MongoDB, Business Insider, Zola, and helped build DoubleClick from 1996 to 2005, first as president and later as CEO.
- **Jeremiah Harris**, CEO of Production Resources Group (PRG), the world's leading provider of entertainment and event technology solutions across live music tours, theater, television, film, theme parks, and performing arts centers globally. He is joined by **Darren DeVerna**, CEO of Global Theater for PRG, and **Jonathan Linden**, EVP of PRG and former CEO of Michael Cohl's Iconic Entertainment Studios.
- **Sean Ryan**, VP, Business Platform Partnerships at Facebook.
- **Gail Berman**, one of the few media executives to hold the top posts at both a broadcast television network and a major film studio. She is currently CEO of independent production company The Jackal Group in LA, where she develops television, film, digital and live entertainment.
- **Joe Earley**, President of The Jackal Group, who has more than twenty years of experience in the television industry, most recently as COO of Fox Television Group.
- **Vikram Somaya**, SVP, Global Data Officer and Ad Platforms at ESPN.

"Unlike in the film and travel industries, there has never been a cohesive social network for theater fans," said Ashley DeSimone, a TSG partner. "Show-Score drives a repeat consumer

experience for the theater-goer and a more direct, targeted conversation for the theater-maker trying to find an audience.”

Since launching seventeen months ago, Show-Score has worked with over 175 theater companies and non-profit theaters including **Lincoln Center Theater, Theatre for a New Audience, Playwrights Horizons, Vineyard Theatre, and 59E59**. The company also works with leading producers, general managers, and press and advertising agencies supporting shows that include **Wicked, Kinky Boots, Beautiful, Something Rotten!, Significant Other, In Transit, Paramour** and others.

Tom Melcher, Show-Score founder and CEO, stated “This funding round gives us access to the expertise, connections, and capital that will turbo-charge our plans to help theater fans discover shows they’ll love. When that happens, the entire theater ecosystem benefits, since more people are seeing more shows that they enjoy.”

## **FACTS**

- 125,000 registered members: half in the Tri-State area and half nationally.
- 195,000 member reviews: 6 times more consumer reviews of NYC theater than on Facebook, Yelp and TripAdvisor combined in the same time period.
- 2,100 shows published from over 600 theater companies in just 17 months: by far the most comprehensive NYC database.
- Close to 2,000 members have attended a Member Night or Social event.
- Over 6,500 members have shared their 2017 Wish List in just one month.
- Members can follow more than 12,600 actors, playwrights, directors, and designers listed, with more cast and creative teams being added every day. After following someone, members receive automatic notifications about new shows these people are doing.
- Close to 16,800 critic reviews from over 2,500 professional critics and bloggers.

## **ABOUT SHOW-SCORE.COM**

For people who enjoy live theater, Show-Score.com simplifies the theater landscape to help you discover shows you’ll love, from people you trust, at the right price for you. Inspired by how Rotten Tomatoes covers movies, Show-Score.com uses simple numeric rankings and useful categories to organize a powerful mix of theater reviews from our vibrant user community, all of the professional reviews for a given show, and direct links to ticket deals.

## **ABOUT THE SEELIG GROUP**

The Seelig Group is a private Media & Entertainment principal investment and advisory firm founded in 2012 by a group of successful and experienced entrepreneurs, executives and investors.

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