

Katten Represents Victory Park Capital in Credit Facility Funding for Social Reality

November 4, 2014

Katten represented Victory Park Capital, a Chicago-based asset management firm focused on middle market debt and equity investments, in the \$20 million credit facility it provided to Social Reality, an internet advertising firm based in Los Angeles. Social Reality utilized a portion of the credit facility, along with new equity financing provided by other investors, to fund the acquisition of Steel Media, a digital ad inventory provider. The acquisition enables Social Reality to continue the expansion of its supply-side and demand-side platform offerings sold through its proprietary real-time bidding exchange. The Katten team that represented Victory Park Capital included Chicago Corporate partners Mark Grossmann and Mark Reyes, Chicago Commercial Finance partners Scott Lyons and Travis Heidorf and staff attorney Christopher Ellis, and New York Tax Planning partner Zvi Hahn. ([“Social Reality Scores \\$25 Million, Also Buys Steel Media,”](#) November 3, 2014)

CONTACTS

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