



ESPN, Inc. Acquires Vistas Unlimited, Inc.

St. Charles Capital is pleased to announce the acquisition of Vistas Unlimited, Inc. by ESPN, Inc. St. Charles Capital served as exclusive financial advisor to Vistas Unlimited in this transaction.



Headquartered in Plano, Texas, Vistas Unlimited has developed the most technically advanced solution for delivering virtual insertions of corporate branding and game enhancement applications in live broadcast video. Vistas' virtual dynamic insertion ("VDI®") technology delivers virtual viewer enhancements and virtual embedded marketing in real time during live sports broadcasts through a proprietary computer system integrated with the broadcast operation.



ESPN, Inc. operates as a multimedia sports entertainment company in the United States and internationally. Headquartered in Bristol, CT, ESPN is a subsidiary of ABC, Inc, a subsidiary of Walt Disney Co. (NYSE:DIS).

Commenting on the announcement, Adam Haynes, Managing Director of St. Charles Capital said: "This important transaction brings significant talent, software and know-how to ESPN's already impressive technology leadership in sports entertainment. Through a comprehensive sales process, ESPN was identified as the most logical buyer for Vistas. St. Charles Capital was honored to represent Vistas and its shareholder in this transaction."

St. Charles Capital, based in Denver, Colorado, provides expertise in mergers and acquisitions, raising private capital, and financial advisory services for middle-market companies nationwide.

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