



TechnologyAdvice Acquires Marc Waring Ventures, Expanding Opportunities for Business Technology Buyers and Vendors

NASHVILLE, Tenn., Aug. 17, 2022 - Today, TechnologyAdvice announced the acquisition of Marc Waring Ventures, significantly expanding its ability to serve business technology buyers and vendors. Marc Waring Ventures is the publisher of Fit Small Business, The Close and Selling Signals, publications devoted to serving audiences and vendors in the small business, real estate, and sales industries.

"The acquisition of Marc Waring Ventures and the Fit Small Business, The Close, and Selling Signals brands significantly expands our ability to serve buyers and vendors through the addition of 140 new team members, over 250 small business vendors, and an audience of over 1.5 Million monthly visitors," said Rob Bellenfant TechnologyAdvice Founder and CEO. "Our strong position in the midsize and enterprise market combined with Marc Waring Ventures' small business focus further solidifies TechnologyAdvice as a leading B2B platform and allows us to better serve technology decision-makers and vendors across businesses of all sizes."

The acquisition continues the rapid growth of TechnologyAdvice's publishing business, starting in early 2020 with the acquisition of QuinStreet's B2B media business unit and the 2021 acquisition of TechRepublic from Red Ventures.

"I'm thrilled to have found a great home for the Marc Waring Ventures team, our readers, and our partners. I'm excited to continue working with the TechnologyAdvice team to accelerate the great momentum we have at Fit Small Business, The Close, and Selling Signals," said David Waring Co-Founder and CEO of Marc Waring Ventures. "Both Marc Waring Ventures and TechnologyAdvice are multi-year Inc. 5000 honorees and share a commitment to building high-value audiences through the creation of high-quality content. We look forward to working together to continue delivering the

best answers to our readers' questions and building long-term relationships with our partners."

About TechnologyAdvice

TechnologyAdvice is a leading B2B platform, delivering advice and facilitating connections between business technology decision-makers and the world's best technology companies. They have been listed in the Inc. 5000 list of America's fastest-growing private companies six times, and are a six-time recipient of the annual Tennessee Top Workplaces awards. The TechnologyAdvice portfolio includes 20 digital media brands which connect over two million technology buyers with the world's best technology companies each year. For more information visit technologyadvice.com.

About Marc Waring Ventures

Marc Waring Ventures is the publisher of Fit Small Business, The Close, and Selling Signals - brands devoted to providing education and resources that help small business, real estate, and sales professionals succeed. They have been listed in the Inc. 5000 list of America's fastest-growing private companies four times and currently serve over 1.5 Million visitors per month. For more information visit FitSmallBusiness.com, TheClose.com, and SellingSignals.com.

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