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FOR IMMEDIATE RELEASE

SEPTEMBER 19, 2017

**BLUE EQUITY ANNOUNCES
THE ACQUISITION OF
TWO TWELVE MANAGEMENT**

September 19, 2017, LOUISVILLE, KENTUCKY – Blue Equity (www.blueequity.com) has announced that it has acquired **Two Twelve Management** (www.two12.com) as it continues to expand its representation and entertainment businesses.

Two Twelve Management is based in New York City and is one of the premier, full-service chef representation management, advisory and consultancy companies in the industry, focused on representing a diverse group of chefs and culinary stars. Two Twelve was established in 2004. Notable clients include **Anne Burrell, Geoffrey Zakarian, Marc Murphy, Michael Symon, and Tyler Florence** amongst others.



Blue Equity previously developed a talent, sports and entertainment platform known as Blue Entertainment Sports Television (BEST) and quickly grew it into one of the largest within the sector. Blue Entertainment Sports Television included representation of major NBA, NFL, and tennis professionals, as well as divisions involved in the production and marketing of events and media. In 2010, Blue Equity sold the company to Lagardère Unlimited and was under a multi-year non-compete that has since expired.

“We are delighted to partner with Scott Feldman and the company he has developed over the past 13 years. My management team and I believe that Two Twelve is a phenomenal management company which represents many high-profile clients over a wide variety of industry mediums. Two Twelve’s client diversity will complement Blue Equity’s “full service” platform. We plan to grow the company by giving Feldman access to our extensive network, providing back office services to streamline his enterprise and implement a more formal structure to an already efficient organization,” said **Jonathan S. Blue, Chairman and Managing Director of Blue Equity, LLC.**

The chef management company will continue to operate under the name Two Twelve in the interim with additional lifestyle and talent firm acquisitions to be announced by Blue Equity in the next several weeks.

Scott R. Feldman, President and CEO of Two Twelve Management stated “Over the past decade, I have been approached by multiple talent and Hollywood agencies but could never see the fit. After meeting Jonathan Blue, I knew that I wanted to partner with him and his organization, especially after seeing what he was able to accomplish in building the BEST platform. His vision for the future of the talent representation industry aligns with mine. Also, I recognized that this partnership will give Two Twelve a more boutique platform, better access and greater opportunities for my clients.”

For more information, visit Blue Equity at www.blueequity.com.

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BLUE EQUITY, LLC (www.blueequity.com) is an independent, private equity firm that invests in enterprises with solid developmental potential. We form partnerships with existing management teams to leverage the collective expertise of all involved. Our investment efforts and managerial capabilities are focused on the operation of a global and diversified portfolio including current and historical holdings in oil and gas, media, talent, sports and entertainment, spirit and wine manufacturing and retailing, hospitality and traditional distribution businesses. Blue Equity is dedicated to helping businesses grow by accelerating opportunity and driving innovation to the marketplace.

TWO TWELVE MANAGEMENT (www.two12.com) has negotiated thousands of contracts and represents a diverse group of culinary personalities known throughout the world.

NEXT MANAGEMENT (www.nextmanagement.com) is a global modeling agency that connects top talent in fashion and entertainment with leading international brands. Established in New York in 1989, the agency quickly expanded into key markets: London, Paris, Milan, Los Angeles, and Miami. Publications and brands know to look to NEXT for the best new faces and the most established fashion models with global recognition.