

**Attorneys****Partner**

- John J. Crowe

**Associate**

- Durre S. Hanif
- Lloyd N. Steele

## **Pryor Cashman Represents Brite Media Group LLC In Acquisition of Assets of Intelligent Media Corporation**

Pryor Cashman LLP represented Brite Media Group LLC and its wholly-owned subsidiary, Prime Point LLC, in the acquisition of substantially all of the assets of Intelligent Media Corporation related to the latter's alternative advertising business. Intelligent provided advertising on a national network of telephone kiosks and lifeguard towers. The transaction closed on February 9, 2010.

Brite Media Group LLC, a Delaware limited liability company, is a leading specialty out-of-home advertising company focused on one-to-one and hand-to-hand marketing and reaching consumers where they are most likely to make purchase decisions.

The Pryor Cashman team advising Brite Media on the acquisition included Corporate Partner John J. Crowe and associates Lloyd N. Steele and Durre Hanif.