

FOR IMMEDIATE RELEASE

YOU.I TV RECEIVES GROWTH CAPITAL INVESTMENT FROM KAYNE PARTNERS

LOS ANGELES, Sept. 15, 2015 – You.i Labs Inc. (“You.i TV”), a user-interface technology company, today announced a partnership with Los Angeles-based Kayne Partners, the growth private equity group of Kayne Anderson Capital Advisors, L.P., an alternative investment firm managing over \$27 billion in assets.

Headquartered in Ottawa, Canada, You.i TV provides a proprietary user-interface engine to enterprise-level media and telecommunications companies to create world class video applications that run across multiple media devices, including mobile phones, tablets, game consoles, smart TVs and set-top boxes. You.i TV’s technology and unique work flow process helps deliver a high quality and consistent user experience, increases cost savings, provides a faster time to market for apps, and creates a more manageable ongoing maintenance process for its customers.

“It quickly became apparent that Kayne Partners shares our vision, that You.i Engine will transform the way people build and experience apps on every screen. As You.i’s TV’s incredible growth rate increases in the coming quarters, the support of Kayne Partners will help accelerate the product roadmap and establish a channel of agency partners to develop breathtaking apps on You.i Engine SDK,” said Jason Flick, co-founder and CEO, You.i TV.

“The industry is at an inflection point where content is in abundance and the number of internet-connected devices to consume that content is growing. As a result, media companies are faced with a new complex set of challenges including maintaining a high quality and consistent experience regardless of how it is viewed. You.i TV has built an engine based on video game principles that solves major pain points for its customers while creating a premium interface for the end-user. With our investment the company will be able to further accelerate growth through increased sales efforts, geographic expansion and product development,” said Leon Chen, Vice President, Kayne Partners.

“You.i TV is led by seasoned entrepreneurs who have a strong understanding of both technology and design. The company works with top-tier media companies and has developed strong relationships with industry leading technology partners. We are very excited to partner with such a strong management team and help them capture significant opportunities in the market,” said Nishita Cummings, Managing Director, Kayne Partners.

About You.i TV

You.i TV is the company behind You.i Engine, a UI framework built on the principles of video game engines: artist-driven, cross-platform code with GPU-driven performance. Designers work in tools they love and export directly into You.i Engine, where developers use the You.i Engine SDK to bring the app together with pre-built bridges to popular video

Kayne Anderson

Capital Advisors, L.P.

backend technologies and common video views. The result is breathtakingly immersive, custom TV apps that run fluidly on every screen – Android, iOS, Amazon, Xbox, Playstation, Roku, smart TVs, set-top boxes, and many more.

www.youi.tv

About Kayne Partners

Kayne Partners is a leading provider of capital and connections to rapidly growing companies in North America. Since its inception more than a decade ago, it has invested over \$600 million in platform investments and add-on acquisitions. Kayne Partners seeks to partner with driven entrepreneurs as a non-control minority investor and provide transformative capital to these high growth companies. Kayne Partners is the growth private equity group of Kayne Anderson Capital Advisors, L.P.

www.kaynepartners.com

About Kayne Anderson Capital Advisors, L.P.

Kayne Anderson Capital Advisors, L.P., founded in 1984, is a leading independent alternative investment management firm focused on niche investing in upstream oil and gas companies, energy infrastructure, specialized real estate, middle market credit, growth private equity and distressed municipal opportunities. Kayne's investment philosophy is to pursue niches, with an emphasis on cash flow, where our knowledge and sourcing advantages enable us to deliver above-average, risk-adjusted investment returns. Kayne manages over \$27 billion in assets for institutional investors, family offices, high net worth and retail clients and employs over 300 professionals in eight offices across the United States.

www.kaynecapital.com

For more information on this transaction, please contact Leon Chen at (310) 282-2834 or lchen@kaynecapital.com.

Source: Kayne Anderson Capital Advisors, L.P.

###