



March 9, 2016

Acquisition of Reboot Illinois
Key transactions facts

AFK Media Group Acquires Anne Dias' Reboot Illinois

AFK Media Group today announced it has completed the acquisition of Reboot Illinois from Reboot Media Group, LLC.

Reboot Illinois

Founded in 2012, Reboot Illinois, a political journalism website based in Chicago and Springfield, covers the ideas, people and politics behind government in Illinois. In just three years, Reboot Illinois has become Illinois' top digital hub for political news, infographics and opinions. Its content is distributed on its website, through email newsletters and a variety of social media, as well as through a network of newspaper and website affiliates. Reboot Illinois also sponsors events, debates and lively conversation around the state's big policy debates.

The platform reaches a broad spectrum of lawmakers, political thought leaders, lobbyists, journalists and activist citizens. Its website has grown rapidly, averaging nearly 600,000 page views per month. Its "Daily Tip-Off" newsletter and other newsletters reach more than 20,000 subscribers across the state. The Reboot Illinois team built a coveted and highly active social media community with more than 115,000 highly engaged Facebook fans and 13,000 Twitter followers.

Madeleine Doubek and Matt Dietrich, award-winning journalists who launched Reboot, will continue to lead the platform. Doubek covered Illinois politics for more than a decade and served as managing editor and executive editor of the Daily Herald for five years. Dietrich was the editorial page editor of The State Journal-Register in Springfield. As part of the transaction and effective March 15, Doubek will become Reboot's Publisher and Dietrich will become Editor.

Reboot was founded by Anne Dias, the Chicago-based founder of Aragon Global Management, a hedge fund investing in global equities and in media/internet businesses. Dias provided seed capital for the start-up, hired the editorial and technology teams, and oversaw the digital and marketing efforts in the early days of the platform. "I am proud that Reboot has grown quickly to become a force in Illinois political media. I have always believed in a strong, independent press shining light on our government affairs so that citizens can play an active role in our democracy. The new ownership team shares this belief," Dias said.

"Madeleine and Matt have led Reboot to decode what is happening in Springfield and how it affects all of us. Their coverage of Illinois politics has been shrewd and fair-minded."

"In this time of upheaval in Illinois -- both financially for many press outfits and politically with our state budget-- the need for a strong and independent press is greater than ever. This is the right time for a new ownership team to take Reboot to the next level."

AFK Media Group

AFK Media is a Chicago-based investor group that invests in digital technology platforms in Chicago and nationally. The principals have significant experience using technology to successfully grow audiences and revenue in digital media companies. Anthony Knierim, one of AFK's partners, will join Reboot's board of directors.

Knierim, a Chicago entrepreneur, has held a number of senior leadership positions at internet startups including Matchup.io, a digital fitness tracking and health community, as well as Packback, a digital textbook start-up. From 2012 through 2014, he helped launch Reboot Illinois as its director of digital strategy.

“Anne’s stewardship of Reboot has left a big imprint on the company. Reboot has created a great critical mass of engaged citizens and lawmakers who are active participants in the political process and debate. The culture of Reboot is fast-paced, data-driven and continuously innovative and it reflects Anne’s experience in the investment world.”

“We’re excited to take the platform to the next level. Our growth plans involve expanding Reboot’s content, its technology capabilities and its team of writers, building on the data-driven and strong editorial foundations of the business.” Knierim said.

Media questions can be directed to Madeleine Doubek at mdoubek@rebootillinois.com or 312.265.2014. For inquiries about advertising and sponsorship opportunities, please email requests to marketing@rebootillinois.com.