

Longshore Capital Partners Acquires G3 Marketing

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Winston & Strawn LLP represented Longshore Capital Partners in the formation of its debut private equity fund, Longshore Capital Fund I, L.P. In tandem with the closing of Fund I, Longshore acquired a controlling interest in five business services companies, including Gen3 Marketing, a Pennsylvania-based marketing agency that provides digital marketing services, including pay-per-click, search engine optimization, social media, and other digital marketing campaigns.

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