

Lightyear Capital Closes on Sale of Datalot to Centerfield

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Winston & Strawn LLP represented the executive team of Datalot Inc., a digital distribution platform for the insurance industry, in its sale from Lightyear Capital LLC, a New York-based, financial services-focused private equity firm, to Centerfield. An investment fund affiliated with Lightyear acquired the business in 2017, in partnership with founder and CEO Josh Reznick. The Datalot platform serves more than 40 leading insurance carriers and thousands of agents, across a range of insurance products, including auto, home, life, and health. Datalot's real-time marketplace allows carriers to implement highly customized and precise targeting to improve customer selection, pricing, and underwriting. The platform seamlessly moves consumers between digital and phone channels and delivers millions of qualified consumers to clients' preferred sales workflow, such as warm phone transfers to agents, live web sessions to digital quoting engines, or full policy sales completed by Datalot's own licensed agents.

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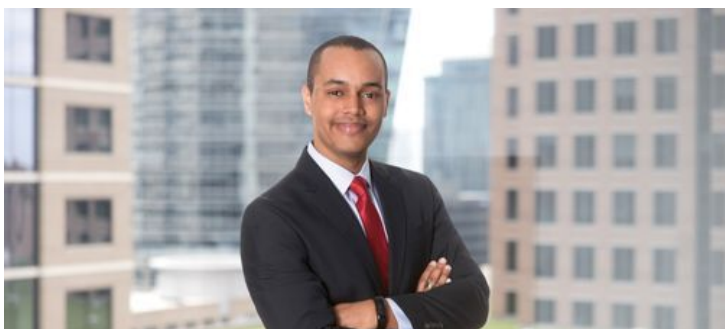
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