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# helios and matheson analytics sells secured convertible notes following merger

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December 13, 2016

MSK recently represented Helios and Matheson Analytics Inc. (Nasdaq: HMNY) in two private placements involving the sale of approximately \$10 million in aggregate principal amount of convertible notes to an institutional investor. The use of proceeds is to enable Zone Technologies, Inc. (RedZone), the breakout digital mapping startup with which HMNY recently merged, to continue developing its RedZone Map app, available free in the Apple Appstore and soon to be released in the Google Playstore. According to HMMY, RedZone Map is the first app that goes beyond navigation to address personal safety, combining GPS-driven direction with real-time crime data, social listening and artificial intelligence. MSK represented HMNY in its merger with Zone Technologies in the second half of 2016.

MSK served as HMNY's legal counsel in the private placements and merger, led by Kevin Friedmann, Chairman of MSK's Corporate & Business Transactions Department. The MSK team also included Siyuan An and Mary Ann Sapone.

## **practice areas**

capital markets & securities  
corporate & business  
transactions  
mergers & acquisitions