



Trinity Capital Inc. Provides \$62.7 Million in Growth Capital to Atmosphere TV

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PHOENIX, May 28, 2025 /PRNewswire/ -- [Trinity Capital Inc.](#) (Nasdaq: TRIN) ("Trinity Capital"), a leading alternative asset manager, today announced the commitment of \$62.7 million in growth capital to Atmosphere TV, a premier streaming platform tailored exclusively to businesses, offering more than 30 original and partner TV channels focused on sports, news, and entertainment.



Atmosphere's entertainment platform is tailored for high-traffic environments such as restaurants, bars, gyms, airports, medical centers, and auto shops, and allows businesses to customize programming and run their own promotions alongside content. The company leverages proprietary content delivery technology to provide businesses with dynamic, audio-optional streaming content that helps elevate the experience for its customers. Founded in 2015 by brothers John and Leo Resig, Atmosphere has grown into a category-defining leader within media and entertainment.

"Atmosphere TV is setting a new standard by providing the most engaging content out there," said Ryan Thompson, Managing Director, Tech Lending at Trinity Capital. "We're excited to partner with their team and support them during this time of significant growth."

"We're thrilled to partner with Trinity Capital, whose deep expertise in scaling high-growth technology businesses makes them an ideal capital partner for Atmosphere," said Blake Sabatinelli, CEO of Atmosphere TV. "Trinity understands the unique value we bring to the media landscape, and their support will help us accelerate innovation, expand our footprint, and continue delivering exceptional experiences for our viewers and business partners."

Brendan Carr, Director, Tech Lending at Trinity Capital, added: "The rise of short-form video alongside the expansion of targeted digital advertising outside of the home creates a huge opportunity for Atmosphere. We are excited to partner with such a strong team and invest in their growth."

About Trinity Capital Inc.

Trinity Capital Inc. (Nasdaq: TRIN) is an international alternative asset manager that seeks to deliver consistent returns for investors through access to private credit markets. Trinity Capital sources, structures, and invests in well-capitalized growth-oriented companies. With distinct business verticals: Sponsor Finance, Equipment Finance, Tech Lending, Asset-Based Lending, and Life Sciences, Trinity Capital stands as a long-term trusted partner for innovative companies seeking tailored debt structures. Headquartered in Phoenix, Arizona, Trinity Capital's dedicated team is strategically located across the United States and in London (UK). For more information on Trinity Capital, please visit trinitycapital.com and stay connected to the latest activity via [LinkedIn](#) and [X \(@trincapital\)](#).

About Atmosphere

Atmosphere is a premium CTV FAST platform that makes it fun to watch TV outside of the living room. Atmosphere is tailored exclusively to businesses, offering more than 30 original and partner TV channels focused on sports, news, and entertainment. Atmosphere has been named to [Deloitte's 2023 Technology Fast 500](#), [Fast Company's 2022 Most Innovative Companies](#), and [Forbes' Next Billion Dollar Startups](#) lists. The platform is designed to engage viewers in non-residential spaces, providing marketers with unique audience reach and moments of attention. For more information, www.atmosphere.tv.

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