



CI Capital Partners Acquires Impact Sales

Boise, ID and New York, NY – May 5, 2016 – CI Capital Partners, a New York-based private equity firm, and Impact Sales, a Boise, Idaho-based sales and marketing agency, announced today that an affiliate of CI Capital Partners has acquired a majority interest in Impact Sales. Concurrent with CI Capital's investment in Impact Sales, Impact Sales acquired New Connections Marketing Group, a Burbank, California-based sales and marketing agency focused on the natural and specialty channel. The management teams of Impact Sales and New Connections Marketing Group have retained a significant equity ownership in the company. Terms of the transactions were not disclosed.

Impact Sales is a leading provider of outsourced sales execution, merchandising support and analytics to the consumer packaged goods (CPG) industry. The company has eleven locations across the United States and represents over 14,000 products. New Connections Marketing Group has been a pioneer in the natural and specialty channel for over 30 years, establishing itself as a natural and specialty channel expert on the West Coast. Paired with Impact Sales' existing natural and specialty division (CSI), the acquisition of New Connections Marketing Group creates an industry leading natural and specialty channel presence in the Western United States.

"Impact Sales is very proud to announce this strategic partnership with CI Capital," said CEO Carl Pennington. "CI Capital's investment will allow Impact to expand our geographic reach through acquisition, explore new channels and enhance our best-in-class analytics and retail reporting systems. We look forward to working with both CI Capital and New Connections to achieve our long-term goals for Impact Sales."

Kim Tonge, President of New Connections Marketing Group, will lead the Company's combined natural and specialty channel. "We are thrilled to complete this transaction," commented Tonge. "As the natural and specialty channel continues to become an increasingly important segment of the overall market, we believe the combined business of CSI and New Connections will be able to meet this growing demand while offering exceptional client service."

Tim Hall, Managing Director at CI Capital said, "The management teams of Impact Sales and New Connections have built impressive businesses. We are excited to embark on this partnership and look forward to supporting the management team at Impact as they execute their acquisition and growth strategies."

About Impact Sales LLC

Founded in 1994, Impact Sales Inc., has become a compelling sales and marketing agency, providing sales, merchandising and category analytical support to companies in the CPG industry. Impact Sales Inc. has offices throughout the West and in Cincinnati, Ohio, and has established strategic alliances with independent sales and marketing companies in the Midwestern and Northeastern United States.

About CI Capital Partners

CI Capital Partners LLC, a leading North American private equity firm with \$1.9 billion in assets under management, has been investing in middle-market companies since 1993. Since inception, CI Capital and its portfolio companies have made over 190 acquisitions representing approximately \$8 billion in enterprise value. CI Capital's existing portfolio consists of companies that collectively generate annual revenue of over \$2.5 billion and annual EBITDA of approximately \$300 million and employ over 9,000 people.

Media Contact

Daniel Yunger
Kekst and Company
212.521.4800