



## **Impact Sales Acquires Harlow-HRK**

**Boise, ID – January 4, 2017** – Impact Sales LLC (“Impact Sales”), a leading Idaho-based sales and marketing agency for companies in the consumer packaged goods industry, announced today that it acquired Harlow-HRK Sales & Marketing, Inc. (“Harlow-HRK”), a sales and marketing agency based in Ohio. Terms of the transaction were not disclosed. Impact Sales is owned by CI Capital Partners LLC, a New York-based private equity firm, and Impact Sales management.

Harlow-HRK provides comprehensive sales, marketing, analytical and retail support to consumer packaged goods manufacturers, with an emphasis on grocery products. Harlow-HRK focuses on supporting its clients in selling their products through The Kroger Co., the largest independent grocer in the United States.

“We are pleased to announce our partnership with Harlow-HRK, a company that has built a reputation of honesty, integrity and excellent customer service,” said Carl Pennington, President and Chief Executive Officer of Impact Sales. “We believe that all of our clients will benefit from access to the combined company’s expanded set of retail relationships, including The Kroger Co.”

“For over 35 years, we have focused on providing excellent customer service to both our clients and The Kroger Co. Impact Sales shares our values and we are confident this partnership will enhance our ability to provide efficient and cost-effective solutions to our clients,” said Harlow-HRK President Matt Buskirk.

Tim Hall, Managing Director at CI Capital, added “We are very pleased with this acquisition and look forward to continuing to support the management team as it executes its acquisition strategy and expands the business and client offerings.”

### **About Impact Sales**

Founded in 1994, Impact Sales LLC, is a leading sales and marketing agency, providing sales, merchandising and category analytical support to companies in the consumer packaged goods industry. Impact Sales has nineteen regional offices throughout the West and in Cincinnati, Ohio, and has established strategic alliances with independent sales and marketing agencies in the Midwestern and Northeastern United States. Impact Sales represents over 14,000 products.

### **About CI Capital Partners**

CI Capital Partners LLC, a leading North American private equity investment firm with approximately \$2.1 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 200 acquisitions representing approximately \$8 billion in enterprise value. CI Capital's existing portfolio consists of companies that collectively generate annual revenue of over \$3 billion and annual EBITDA of over \$350 million and employ over 13,000 people.

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