



CI Capital's Impact Group Acquires Co-Sales

The West Coast Food Brokerage Company Is Impact Group's Tenth Add-On Acquisition under CI Capital's Ownership

Boise, Idaho – (June 28, 2018) – [Impact Group](#), a leading sales and marketing agency, announced today that it has acquired independent food brokerage company [Co-Sales](#). Co-Sales represents a wide range of products spanning a variety of retailer categories, and has successfully guided the brands that they represent through strong relationships and market expertise. The acquisition of Co-Sales, which is focused on four discrete areas (Intermountain, Southern California, Northern California, and the Northwest), complements Impact Group's growing national presence and establishes the company as an industry leader in the West. Co-Sales is Impact's tenth acquisition under the ownership of [CI Capital Partners](#) in 2016, and the company continues to expand its presence and offerings organically and through acquisition.

"In addition to sharing our company values, Co-Sales has a proven track record of success and is well-respected in the food brokerage industry," said Carl Pennington, President and Chief Executive Officer of Impact Group. "I am pleased to unite our efforts as one company to further amplify results and reach for our clients and customers."

"Co-Sales' rich 113-year heritage and outstanding reputation in the West will serve Impact Group's objective to be the best national solution for their clients," said Don Cox, Executive Chairman of Co-Sales. "The combination of companies and complementary offerings will fuel continued growth while maintaining best-in-class sales and service representation."

"Since 2016, Impact Group has been aggressively expanding both organically and through acquisition to better serve its clients and customers," added Tim Hall, Managing Director at CI Capital. "We look forward to continuing to support the team's efforts to offer a personalized and collaborative approach to connecting CPG brands and retailers."

ABOUT IMPACT GROUP

Founded in 1994, Impact Group is a passionate sales and marketing agency with offices and teams spread strategically across the country. Impact Group has decades of combined experience in the retail broker and CPG industry, which enables clients to more effectively connect with retailers and drive aggressive growth and sales. Impact Group focuses on leading change through disruptive and innovative services including sales, merchandising, and category analytical support to companies in the CPG industry. Over 700 remarkable CPG companies trust Impact Group to represent their brand. Impact Group is known for fostering a culture that is authentic, strategic, collaborative, and entrepreneurial. For more information on Impact Group, please visit www.impactgrp.com.

ABOUT CO-SALES

Co-Sales was founded over a century ago in 1905 as Winchester-Coe and was incorporated in 1955. The company covers a territory of 11 western states with four regions: Intermountain, Southern California, Northern California, and Northwest. Co-Sales strives to provide the best-in-class sales and retail representation in every market in which the company operates, with the guarantee to always provide incremental value and credibility. For more information on Co-Sales, please visit www.co-sales.com.

ABOUT CI CAPITAL PARTNERS

CI Capital Partners LLC is a leading North American private equity investment firm that has invested in middle-market companies since 1993. CI Capital forms partnerships with experienced management teams and entrepreneurs to build substantial businesses through add-on acquisitions, organic growth, and operational improvements. Since inception, CI Capital and its portfolio companies have made over 280 acquisitions representing over \$9 billion in enterprise value. For more information on CI Capital Partners, please visit www.cicapllc.com.

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