

NEWS RELEASE

Snow Phipps Group Acquires ECRM

NEW YORK, June 23, 2016 – Snow Phipps Group, LLC (“Snow Phipps”) today announced that it has completed the acquisition of Efficient Collaborative Retail Marketing Company, LLC (“ECRM” or the “Company”) from BV Investment Partners, LLC (“BV Investment Partners”). Terms of the transaction were not disclosed.

Headquartered in Solon, Ohio, ECRM provides a customized strategic process that enables category-specific buying and selling between leading retailers and product manufacturers. ECRM drives efficiencies in the buying and selling processes via its portfolio of highly-focused, Efficient Program Planning Sessions (EPPS) and proprietary software that streamlines interactions between trading partners before, during and after each session. The Company serves manufacturers and retailers within a number of key product categories including health and beauty care, general merchandise, food and beverage, pharmaceuticals, electronics and others.

“Snow Phipps is excited to partner with management to begin executing on a significant number of attractive growth opportunities. The ECRM team has an impressive track record of improving the buying and selling process, and we look forward to supporting the management team as they continue to find additional ways to serve customers and expand into new product categories,” said Alan Mantel, Partner at Snow Phipps.

Snow Phipps will partner with the existing ECRM management team led by CEO Greg Farrar. Snow Phipps Operating Partner Campbell Langdon, who focuses on business services, will join ECRM as the non-executive Chairman of the Board of Directors. Mr. Langdon currently serves as Chairman of Snow Phipps portfolio companies ZeroChaos and HCTec, and he previously held roles at Automatic Data Processing, Inc. and McKinsey.

“ECRM is extremely pleased to partner with the Snow Phipps team,” said Mr. Farrar. “We believe that together we will be able to offer even more exciting EPPS meetings and value-added services to our customers. We appreciate their support of the senior management team and look forward to executing on our shared strategic vision.”

Robert W. Baird & Co. served as financial advisor to ECRM and BV Investment Partners in this transaction, and Choate, Hall & Stewart LLP acted as their legal counsel. Weil, Gotshal & Manges LLP served as legal counsel to Snow Phipps.

About Snow Phipps Group, LLC

Snow Phipps is a private equity firm focused on middle-market control investments, targeting platform companies with enterprise values ranging from \$100 million to \$500 million. The firm utilizes an operating partner model to invest across the industrials, services, and consumer industries and seeks value creation through an operationally focused strategy. To learn more about Snow Phipps, visit www.snowphipps.com.

Media Contacts

Mary Beth Grover

ASC Advisors

(203) 992-1230

mbg@scadvisors.com