

## **NEWS RELEASE**

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## **CLEARVIEW CAPITAL ACQUIRES MAJORITY STAKE IN MUDLICK MAIL**

***-New ownership will accelerate direct mail company's growth-***

**Acworth, GA** – Private equity firm Clearview Capital announced today the acquisition, in partnership with management, of direct mail provider Mudlick Mail. The transaction closed on February 14, 2018.

Mudlick President and co-founder Tim Ross will assume the role of Mudlick's CEO and will retain a minority stake in the company, along with select members of the management team.

Founded in 2008, Mudlick Mail offers customized direct mail campaigns and expert insight to help thousands of clients in a variety of industries grow their businesses. The company enjoyed its eighth consecutive year of growth in 2017, posting double-digit gains in both sales and customers and mailing more than 150 million pieces of mail.

"We are thrilled to be joining forces with Clearview," said Ross. "Their support will not only allow Mudlick to accelerate its growth, but will give us the ability to compete more effectively."

Mudlick plans to expand its sales force both nationally and locally at its Atlanta-area headquarters to increase business development efforts. The company will also establish a technology team to improve the services it provides to clients. The company offers value-added technology-based services including ROI analysis reports and a customer retention tool that works within a customer's CRM system.

"We believe Mudlick has a strong future ahead and plenty of untapped potential. We look forward to working with Tim and his team to help them achieve their goals," said Cal Neider, Managing Partner and co-Founder of Clearview Capital.

Mudlick is known for its in-depth demographic research, which allows business owners to direct their marketing efforts based on key demographics including income, household make-up and net worth. The company also offers a turn-key suite of direct mail services, including postcard design, printing, listing services, postage and delivery for one flat fee. The company's additional benefits include:

- A dedicated account manager, who serves as a single point of contact for all of a client's needs and offers campaign guidance
- Free market analysis, to help identify the best possible campaign targets
- A free call tracking number to help clients correctly capture all in-bound leads generated by their direct mail campaigns
- The ability to turn around campaigns within 24 hours

In addition, Mudlick offers "learning centers" for a variety of industries on its website, where business owners can view case studies, watch how-to videos and webinars and gain marketing and operational tips.

"The Mudlick team has developed an excellent model for providing a high level of customer service, marketing expertise and measurable results to an under-served base of thousands of small businesses and franchise customers," said Geoff Faux, Vice President of Clearview Capital. "We are excited to help Mudlick continue to develop its infrastructure and technology to offer an even higher value to its current and future customer base."

### **About Mudlick Mail:**

Since 2008, Mudlick Mail has used its customized direct mail campaigns to help thousands of business owners. The Mudlick Mail team delivers premium value through specialized expertise, accountability with advanced campaign analytics, and proactive customer communication. Mudlick Mail's goal is to help business owners attract, acquire, and retain customers at the highest levels.

For more information visit: [www.mudlickmail.com](http://www.mudlickmail.com)

### **About Clearview Capital:**

Clearview Capital, LLC is a private equity firm based in Stamford, CT that makes investments in partnership with management in mid-sized, North American companies with \$3 million to 20 million of operating profits. Clearview Capital's other holdings include Nielsen-Kellerman Co., a manufacturer of premium environmental measurement instruments; Wilson Orchard and Vineyard Supply, LLC, a distributor of orchard and vineyard equipment, irrigation systems, and related agricultural supplies; Controlled Products, LLC, a manufacturer and distributor of premium quality synthetic turf; Advanced Medical Personnel Services, Inc., a provider of nationwide healthcare staffing solutions; Northwest Cosmetic Laboratories, LLC, a formulator and manufacturer of cosmetic and skin care products for prestige brands; Derby Building Products, Inc. f.k.a. Novik, Inc., an innovator, manufacturer and distributor of polymer building products; Child Health Holdings, Inc. d.b.a. Pediatric Health Choice, the country's largest provider of prescribed pediatric extended care ("PPEC") centers for medically complex children; and Pyramid Healthcare, Inc., a provider of substance abuse and mental health treatment programs for adults and adolescents.