

## I+B = Another New Platform for Clearview Capital

### *Two Leading Retail Agencies Combine Forces with Clearview Capital*

**Stamford, CT, July 15, 2021** — Clearview Capital Fund IV, L.P. and its affiliates (“Fund IV”) announced today the recapitalization, in partnership with management, of Infinity Worlds, LLC (“Infinity Worlds”), Belmont Partners Sales, LLC and Belmont Partners Sales – St. Louis, LLC (collectively “Belmont Partners”). Fund IV and management also partnered with Canopy Capital Partners in the transaction, which closed on June 17, 2021.

With locations in Northwest Arkansas, Chicago and St. Louis, Infinity Worlds and Belmont Partners (collectively “I+B” or the “Company”) are merging to create a leading retail agency partnering with emerging consumer brands and private label manufacturers who are seeking expanded distribution in top U.S. retailers and eCommerce channels, including Walmart, Costco, Sam’s Club and others. I+B provides specialized sales and marketing, data analytics and account management services to its clients and has a strong reputation for pioneering new products and leveraging data insights to strategically align brands’ product roadmaps, pricing and strategies to match retailers’ needs.

The Company will be led by Doug Weiss, founder of Belmont Partners, and Chad Bugos, founder of Infinity Worlds, who will serve as Chief Executive Officer and Chief Strategy Officer of I+B, respectively, along with Brandon Warren, President of Infinity Worlds, and Chris Santel, President of Belmont Partners. All team members will remain with the combined Company and will continue to provide exceptional client service under the Infinity Worlds and Belmont Partners divisions within I+B.

“We are excited to be partnering with Doug, Chad, Brandon, Chris and the entire I+B team,” said Bill Case, Partner of Clearview Capital. “We believe in the Company’s vision to create a leading omnichannel retail agency and are seeking opportunities to expand through acquisition of other leading players in new retail and eCommerce channels as well as in additional product categories.”

“Infinity Worlds and Belmont Partners have been working together to plan our strategic partnership, and the cultural fit between our teams is exceptional. We have a unified vision centered around becoming an extension of our clients’ businesses and driving growth for them across multiple retail channels,” said Mr. Weiss. “We were looking for a partner who could help us achieve our goal of combining forces and providing support as we seek to expand into new markets, and we were attracted to Clearview’s demonstrated track record of partnering with entrepreneurial companies like ours,” added Mr. Bugos.

I+B is the seventh platform investment in Fund IV, a \$550 million committed fund raised in 2018.

Holdings in funds managed by Clearview Capital include MBI Industrial Medicine, Inc., a provider of occupational injury care services; New Revo Brand Group, LLC d.b.a. Real Avid, a designer and supplier of premium-branded, DIY shooting accessories for outdoor enthusiasts; Capitol Imaging Services, LLC, a provider of outpatient diagnostic imaging services; Higdon Outdoors, LLC, a designer and supplier of premium-branded hunting and pet accessories; Workforce Solutions, a provider of management consulting services focused on organizational improvement, leadership development, communications and advocacy for a broad array of clients; Apothecare Pharmacy, LLC, an institutional pharmacy targeting the behavioral health sector; Community Medical Services Holdings, LLC, a provider of medication-assisted treatment programs for patients suffering from substance use disorders; UpSwell, LLC f.k.a. Mudlick Mail, LLC, a data-driven direct mail and related marketing solutions provider; Nielsen-Kellerman Co., a designer and manufacturer of premium environmental and athletic performance measurement instruments; Orchard & Vineyard Supply f.k.a. Wilson Orchard & Vineyard Supply, a provider of orchard and vineyard supplies and solutions, and outsourced vineyard management services; Controlled Products, LLC, a manufacturer and distributor of premium quality synthetic turf; Elevation Labs f.k.a. Northwest Cosmetic Labs, 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; and Child Health Holdings, Inc. d.b.a. Pediatric Health Choice, the country’s largest operator of prescribed pediatric extended care (“PPEC”) centers for medically complex children.

June 2021

 INFINITY WORLDS

+

Belmont Partners

has been recapitalized by

 CLEARVIEW CAPITAL®

and Management

#### SENIOR TEAM

|                      |                            |
|----------------------|----------------------------|
| James G. Andersen    | Managing Partner & Founder |
| Calvin A. Neider     | Managing Partner & Founder |
| William F. Case, Jr. | Partner                    |
| Paul M. Caliento     | Partner                    |
| Matthew W. Blevins   | Partner                    |
| Mathias Rumilly      | Partner                    |
| Geoffrey L. Faux     | Principal                  |
| Brent A. Simon       | Principal                  |
| Ahmad Raza           | Vice President             |

#### CONTACT

##### Headquarters/CT Office:

1010 Washington Blvd., 11th Floor  
Stamford, CT 06901  
P: (203) 698-2777 F: (203) 698-9194

##### CA Office:

12100 Wilshire Blvd., Suite 800  
Los Angeles, CA 90025  
P: (310) 806-9555 F: (310) 806-9556

[www.ClearviewCap.com](http://www.ClearviewCap.com)

#### *Please address acquisition proposals to:*

Anthony J. Veith  
Partner  
Tel: (203) 698-2777  
[aveith@clearviewcap.com](mailto:aveith@clearviewcap.com)

Lawrence R. Simon  
Partner  
Tel: (310) 806-9555  
[lsimon@clearviewcap.com](mailto:lsimon@clearviewcap.com)

Nicholas M. Berry  
Principal  
Tel: (203) 698-2777  
[nberry@clearviewcap.com](mailto:nberry@clearviewcap.com)