

Clearview Hits the Target with the Acquisition of Portu Sunberg

Company to Merge with I+B to Create Leading Agency Representing Emerging Brands at Top U.S. Retailers

Stamford, CT, February 9, 2022 — Clearview Capital Fund IV, L.P. and its affiliates (“Fund IV”) announced today the acquisition of Portu-Sunberg Marketing, LLC (“Portu Sunberg”). Clearview Capital has merged Portu Sunberg with Fund IV portfolio company Infinity Worlds and Belmont Partners (“I+B”), to create a leading provider of sales and marketing services to consumer brands and private label suppliers seeking growth at top retailers and eCommerce platforms.

Headquartered in Minneapolis, MN, Portu Sunberg provides innovative sales and marketing, creative services, data insights and account management to emerging consumer brands and private label suppliers. Established in 1977, Portu Sunberg has a well-earned reputation as a leading developer of brands at Target, with expertise across many product categories. The company expanded its eCommerce offerings to include representation at Amazon through its acquisition of Tana Sales & Marketing (“Tana”) in early 2021.

Clearview Capital sponsored the creation of I+B in June 2021 through the recapitalization of Infinity Worlds and Belmont Partners, in partnership with management. I+B combines the two companies’ expertise growing emerging brands and private label manufacturers at Walmart, Costco, Sam’s Club and other retailers. Portu Sunberg and Tana will join Infinity Worlds and Belmont Partners as divisions of I+B’s holding company, with each business operating under its existing brand in its respective markets. Going forward, the holding company will be rebranded to reflect the new combination, and the combined company will be led by David Sunberg, CEO, and Brandon Warren, COO, supported by a strong leadership team across the organization.

“We are very excited to bring together Portu Sunberg, Tana and I+B to create an industry leader with an exceptional reputation for client service and a demonstrated track record of growth,” commented Bill Case, Managing Partner at Clearview Capital. “Together, these companies provide unmatched expertise for launching and growing brands at many of the nation’s leading retailers, including Walmart, Target, Costco, Sam’s Club and Amazon.”

“Portu Sunberg was looking for a private equity partner that could help us navigate our next chapter of growth,” added David Sunberg, CEO. “When our team met the I+B team, everyone immediately recognized the opportunities to leverage our platform of complementary service offerings and expertise across a broad range of retailers and product categories.”

“I+B has built a strong reputation for combining insights and experience to strategically align brands’ products, pricing and strategies to match retailers’ needs,” said Brandon Warren, COO. “Combining with Portu Sunberg is transformational for the company, and we look forward to sharing best practices to accelerate our growth and provide greater value to our vendors and retail partners.”

I+B is a platform investment in Fund IV, a \$550 million committed fund raised in 2018. In addition, holdings in funds managed by Clearview Capital include Insight 2 Design, LLC, a rapidly growing supplier and product development partner to several of the world’s largest outdoor product brands and retailers; Next Net Media, LLC, a digital marketing solutions provider focused on search engine optimization for small businesses; LTC Consulting Services LLC d.b.a. LTC Ally a leading provider of revenue cycle management, finance, and other office management services to skilled nursing and other healthcare facilities; 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; 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; 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.

About Clearview Capital

Founded in 1999, Clearview Capital is a private investment firm specializing in the acquisition and recapitalization of lower-middle market companies in North America in the business services, healthcare services, consumer, manufacturing and specialized distribution sectors. Since inception, the Clearview Capital team has completed more than 150 transactions in a wide variety of industries. Clearview Capital is currently making investments from Clearview Capital Fund IV, L.P. and its affiliate, a \$550 million vehicle. The firm is headquartered in Stamford, Connecticut and has an additional office in Los Angeles, California. For more information, please visit www.clearviewcap.com.

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portu sunberg

has merged with

 INFINITY WORLDS
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 Belmont Partners

a portfolio company of

 CLEARVIEW CAPITAL

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