

Revo Brands Cuts Its Teeth with Acquisition of Outdoor Edge *Transaction Represents First Add-On Acquisition by Real Avid's Parent Company*

Stamford, CT, January 6, 2022 — Clearview Capital Fund IV, L.P. and its affiliates (“Fund IV”) announced today the acquisition of Outdoor Edge Cutlery Corporation (“Outdoor Edge”) by Revo Brands, Inc. (“Revo Brands” or “Revo”), the parent company of Real Avid. Revo Brands operates in partnership with Vertikal Brands, an executive team assembled by Fund IV to pursue the acquisition of premium brands in the outdoor industry. The Outdoor Edge transaction closed on November 4, 2021.

Outdoor Edge is a leading manufacturer of premium knives and hand tools purposely designed for outdoor enthusiasts and professional tradesmen. David Bloch founded Outdoor Edge in 1988 and for 33 years has led the continuous growth of the company. Mr. Bloch’s passion for innovation and excellence has resulted in a diverse portfolio of patented, award-winning, performance-driven knives and tools that a wide range of consumers have come to know and trust. Mr. Bloch will play a key role in continuing the success of the Outdoor Edge brand and products.

“I couldn’t be happier having Outdoor Edge join our family of brands,” said Roy Wetterstrom, CEO of Revo Brands. “We’ve admired the company for many years and feel privileged to be able to lead it through its next stage of growth.”

Headquartered in Plymouth, MN, Revo Brands’ mission is to ignite growth in enthusiast and mission-critical brands through superior innovation, design, and marketing. Revo designs, develops, and supplies innovative accessories for shooting enthusiasts under the Real Avid brand. With a focus on the do-it-yourself (“DIY”) segment of the shooting accessories industry, Real Avid has built a reputation for premium, high-quality cleaning and tool accessories designed with the end user in mind. Since its founding in 2008, the company has experienced rapid growth resulting from a relentless focus on exploiting existing market gaps while also creating entirely new product categories. Real Avid’s consistent introduction of new, differentiated products earns significant loyalty from consumers and retail partners nationwide.

“Revo Brands’ acquisition of Outdoor Edge is a huge step forward in establishing a prominent, multi-brand platform in the outdoor enthusiast industry,” commented Brent Simon, Principal of Clearview Capital. “With a steadfast commitment to quality and innovation, Outdoor Edge enjoys significant brand recognition in the marketplace.”

“We are extremely excited to bring Outdoor Edge into our family of brands,” added Jim Gianladis, CEO of Vertikal Brands and Chairman of Revo Brands. “The Vertikal team’s industry experience and focus on growth are a perfect complement to the strong foundation and great teams of people behind Revo Brands and Outdoor Edge, which collectively will undoubtedly prove to be a formula for success.”

Revo Brands is a platform investment in Fund IV, a \$550 million committed fund raised in 2018. Clearview’s other current holdings in the outdoor industry 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; Higon Outdoors, LLC, a designer and supplier of premium-branded hunting and pet accessories; and Nielsen-Kellerman Co., a designer and manufacturer of premium environmental and athletic performance measurement instruments.

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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