

## *Muscle Up Marketing Combines with Clearview Capital's Mudlick Mail*

**Stamford, CT, July 19, 2018** — Clearview Capital Fund III, LP ("Fund III") announced today that Muscle Up Marketing, LLC ("Muscle Up") has combined with Mudlick Mail, LLC ("Mudlick"). The transaction closed on June 29, 2018.

Muscle Up is a marketing services provider, including direct mail, digital and mobile advertising solutions, to the fitness, health and wellness industry. Muscle Up is based in Alpharetta, GA (located in greater Atlanta) and boasts longstanding relationships with many of the top fitness and wellness franchises throughout the country. Muscle Up's founder and President, Jon Butts, will remain with the business while maintaining a meaningful ownership stake in the combined company.

Operating out of Acworth, GA, Mudlick is a provider of turnkey, data-driven direct mail, digital and mobile marketing solutions primarily to small and medium-sized businesses and franchises in a wide variety of consumer services industries. Mudlick utilizes its extensive experience and expertise to design and execute customized marketing campaigns that generate measurable and attractive returns on investment for its customers.

"We are very excited to welcome Jon Butts and the Muscle Up team to the Mudlick family," stated Tim Ross, Mudlick's CEO. "We believe our infrastructure and ongoing technology developments combined with Muscle Up's robust service offering and industry expertise will allow our combined company to become stronger partners to both of our customer bases."

"I am thrilled to be joining forces with Mudlick and Clearview Capital to build a world class marketing organization," said Mr. Butts. "We have many exciting opportunities ahead of us and our partnership will give us the resources and infrastructure necessary to capitalize on our growth potential."

"In our short time since partnering with Mudlick's management team in February 2018 to buy out its previous owner, we have invested heavily in the business to build new capabilities and technologies while also bolstering the internal team with a series of new hires," said Geoff Faux, Principal of Clearview Capital. "We believe that the Muscle Up combination is a perfect complement to this strategy by adding an exceptional team of experts in an attractive fitness and wellness market while also adding several new marketing capabilities to our service offering."

Mudlick is a platform investment in Clearview Capital Fund III, LP, a \$325 million committed fund raised in 2013.

Holdings in funds managed by Clearview Capital include Community Medical Services Holdings, LLC, a provider of medication-assisted treatment programs for patients suffering from substance use disorders; Nielsen-Kellerman Co., a designer and manufacturer of premium environmental and athletic performance measurement instruments; 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 operator of prescribed pediatric extended care ("PPEC") centers for medically complex children; and Pyramid Healthcare, Inc., a provider of substance use disorder and mental health treatment programs for adults and adolescents.



### SENIOR TEAM

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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
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