



## **FOR IMMEDIATE RELEASE**

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## **Cardinal Equity Partners Completes the Recapitalization of Corporate Imaging Concepts**

**Indianapolis, IN (December 18, 2013)** - Cardinal Equity Partners, LLC (“CEP”), is pleased to announce that it has completed the recapitalization of Corporate Imaging Concepts, LLC (“CIC” or the “Company”), a leading provider of branded promotional products and online store portals. Founded in 1996 and based in Northbrook, Illinois, the Company offers a comprehensive set of services that have made it the single-source solution for national and global customers in a range of industries including healthcare, human resources management, manufacturing, distribution and technology. Driven by its proprietary LEIF™ technology, the Company ranks within the top 1% of the promotional products industry.

Brian Abrams, CIC founder and CEO, remains a significant shareholder and will continue in his role as the Company looks to accelerate its impressive growth trend. According to Mr. Abrams, the decision to partner with Cardinal was based on Cardinal’s ability to provide the level of strategic direction consistent with CIC’s aggressive growth plans. Trust was also a key component, “Seventeen years ago, my wife and I launched the business from a windowless office with a desk and a phone. Capabilities as well as compatibility in a new long-term relationship were important considerations for us in finding the right partner. Cardinal clearly stood out from their peers in these categories.”

“We are excited to partner with Brian to help take CIC to the next level of growth and continue to exploit the technology advantage the Company enjoys over its competitors. With a highly fragmented and entrepreneur-dominated industry, we are confident that our platform can be successful in acquiring competitors and recruiting highly driven sales people.” according to Pete Munson, Managing Director of Cardinal Equity Partners.

Cardinal is pleased to partner with Star Financial and Aldine Capital to complete this transaction and appreciates the creativity and support displayed during the due diligence process.

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### **About Cardinal Equity Partners, LLC**

Cardinal Equity Partners is a leading private investment firm located in Indianapolis, IN. CEP has been investing in businesses in the lower end of the middle market since 1993 and is currently investing through its \$50 million fund established in 2008. The firm focuses on profitable businesses with revenue of \$5 to \$50 million and EBITDA of \$1 to \$5 million. Industries of interest are business and healthcare services, niche-manufacturing, value-added distribution, and consumer products. Investors in the fund are predominantly individuals that have had success throughout their careers and have the desire to assist with growth initiatives and oversight in portfolio businesses. For more information about our firm and the rest of our holdings, please visit our website, [www.cardinalep.com](http://www.cardinalep.com).