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ESSCO Acquires Buckeye Vacuum Cleaner Supply and Northwest Wholesale Distributors

Twinsburg, OH (December 14, 2012) – The Electric Sweeper Service Company (“ESSCO”), a Twinsburg, OH-based distributor of floor care products has acquired Buckeye Vacuum Cleaner Supply and Northwest Wholesale Distributors, Inc. (collectively “Buckeye”).

Buckeye operates from two facilities in Atlanta, GA and Portland, OR, and distributes floor care products to independent retailers, specialty floor care internet retailers, and specialty distributors across the United States. Buckeye was owned and operated by Kenard G. Strauss, who will assist ESSCO management with the integration of Buckeye operations.

“We were very excited to be able to reach an agreement to acquire Buckeye. Their warehouse configuration and vendor line-up complements ESSCO’s business model extremely well and when integrated, will allow us to provide unsurpassed service levels in the industry,” according to John Ackerman, Managing Director of Cardinal Equity Partners.

ESSCO, recapitalized by Cardinal Equity Partners and LDI Ltd., LLC in March 2012, is the industry’s largest distributor of floor care products to independent retailers and specialty floor care internet retailers across the U.S. The Buckeye acquisition builds upon CEP’s initial strategy to pursue add-on acquisitions to bolster its nationwide distribution network, broaden its product offering, and further expand upon its leading market share. The acquisition further solidifies ESSCO’s position as the industry’s largest distributor.

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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.