

Sign-Zone Expands Promotional Signage and Display Platform

Chicago, IL – January 8, 2019

Pfingsten announces its portfolio company, Sign-Zone, LLC (“Sign-Zone”) has acquired Xarisma, Inc. (“Xarisma”), a manufacturer of custom-printed, large format graphic signage and display accessories. Headquartered in Huntsville, Alabama, Xarisma specializes in high-mix custom fabric production, with products including flags, banners, tents, silicone edge graphics, retractable displays and table covers.

“We are tremendously excited to add Xarisma to the Sign-Zone platform,” said John Bruellman, President and CEO of Sign-Zone. “This acquisition will strengthen our Showdown Displays division, adding new customers and an additional production location. The businesses are highly complementary, offering exceptional customer service to accompany industry-leading products and production capabilities.”

“We are thrilled to join the Sign-Zone team,” said Steve Knuble and Jon Houser, former owners of Xarisma. “The acquisition will position us to better serve our customers through access to increased resources, inventory and product offerings.”

“Sign-Zone is the ideal partner to support Xarisma through its next phase of growth,” added Greg Brown, former owner of Xarisma.

Xarisma is Sign-Zone’s third strategic acquisition since Pfingsten became the majority shareholder in May 2017. Sign-Zone offers a comprehensive portfolio of wide format, portable promotional signage and displays under the Showdown Displays and Victory Corps brand names. Its products include table covers, retractable banners, event tents, sail signs and floor displays.

The transaction closed on January 2, 2019. To learn more about Sign-Zone and Xarisma, please visit www.signzoneinc.com and www.xarisma.com.

About Pfingsten

Pfingsten is an operationally focused private equity firm formed in 1989. From its headquarters in Chicago, IL and representative offices in ChangAn, China, New Delhi, India and Chennai, India, the firm builds better businesses through operational improvements, professional management practices, global capabilities and profitable business growth rather than financial engineering. Since completing its first investment in 1991, Pfingsten has raised five investment funds with total commitments of approximately \$1.3 billion and has acquired 133 manufacturing, distribution and business services companies. For more information, visit pfingsten.com.