

BDO CAPITAL ADVISORS ANNOUNCES THE SALE OF RALLYSOFT DIRECT TO PREMIER PERFORMANCE

Los Angeles, CA - May 18, 2015 - **BDO Capital Advisors, LLC** is pleased to announce that Premier Performance, LLC (“Premier”) acquired substantially all of the assets of RallySport Direct, LLC (“RSD”) on April 30, 2015. Premier is owned by Capital Partners Private Equity Income Fund II, LP (“CP II”) along with Premier’s senior management and prior majority owner Brighton Partners, LLC. Terms of the transaction were not disclosed. RSD founder Nick Widdison continues as RSD President and a substantial owner of the combined business.

As the exclusive financial advisor to RSD, BDO Capital prepared confidential marketing materials, identified and contacted a targeted group of potential buyers and assisted management in structuring and negotiating the transaction. After an introduction from BDO’s Alliance network, this transaction was overseen by BDO Capital Managing Director Dan Shea, Vice President Patrick Bisceglia and Analyst Doug Janeczek.

RSD (www.rallysportdirect.com) sells aftermarket performance products to automotive enthusiasts through both the online retail direct-to-consumer channel and the wholesale distribution channel to repair, aftermarket installation shops, and online and brick-and-mortar retailers. RSD was founded in 2003 by Mr. Widdison and has rapidly grown to thousands of SKUs. RSD currently works with more than two hundred different vendors and sells products to thousands of active direct-to-consumer retail and wholesale distribution customers. RSD is headquartered in Draper, UT. Premier believes that RSD’s rapid growth, leading position in its niche market, and proprietary, value-added online product and user content, among other things, made this an attractive investment for Premier. As part of this transaction, RSD retained its employees, vendors, and customers.

Premier (www.premierperformanceinc.com) is a leading aftermarket wholesale distributor of performance parts and accessories primarily for diesel pickup trucks. Premier distributes its products to truck repair, aftermarket installation shops and online and brick-and-mortar retailers. Premier is headquartered in Rexburg, ID, and distributes its products through seven facilities located in the United States and Canada. As with its other investments, Capital Partners® structured the Premier and RSD transactions primarily with equity and only a moderate level of debt financing in order to provide a strong balance sheet from which to implement a growth plan.

Capital Partners® (www.capitalpartners.com), headquartered in Norwalk, Connecticut, and founded in 1982, is a private equity firm that acquires and builds small and middle-market manufacturing, distribution and service companies. Capital Partners® invests using higher-equity and low-debt capital structures to provide stability and allow companies to grow while making quarterly distributions of excess cash flow to all shareholders. This structure is often attractive to business owners considering reinvestment or continued involvement in the business post transaction. Capital Partners® works closely with management teams to develop strategies for portfolio companies, as well as provide resources to execute plans and build stronger businesses.

Brighton Partners (www.bpequity.com) is an Atlanta-based private equity firm which seeks to invest in value-added distribution and service companies with significant potential for long-term growth. In addition to capital, Brighton Partners brings analytical tools, systems expertise, industry insight, and hands-on small business investing experience to each of its portfolio companies.

ABOUT BDO CAPITAL ADVISORS, LLC

BDO Capital Advisors, LLC is a middle market boutique investment bank that focuses on three product areas: mergers and acquisitions, corporate finance, and board advisory. Collectively, BDO Capital’s seasoned investment bankers have generated over 13 billion dollars of shareholder transaction value and have raised billions of dollars in capital. BDO Capital has transacted business across a wide range of industries such as manufacturing and distribution, specialty chemicals, healthcare services, software and information technology, and retail and consumer products.

BDO Capital Advisors, LLC is a separate legal entity and is an affiliated company of BDO USA, LLP, a Delaware limited liability partnership and national professional services firm. Through its affiliation with BDO’s international network, BDO Capital has access to more than 1,200 corporate finance professionals domiciled in more than 60 countries. BDO Capital is a FINRA/SIPC member with five offices located across the U.S. For more information, please visit: www.bdocap.com.

ABOUT BDO

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