



Growth Catalyst Partners Announces the Formation of its New Middle Market Private Equity Firm

CHICAGO, IL (April 4, 2017) – [Growth Catalyst Partners, LLC](#) (“GCP”) officially announced today its formation as a new middle market private equity firm. GCP’s founders are Jim TenBroek, former Managing Director at Wind Point Partners and Scott Peters, former Co-President of The Jordan, Edmiston Group, Inc. (“JEGI”). The firm targets buyout investments in the marketing, information, media and business services sectors. GCP has already made its first investment in Opus Agency (www.opusagency.com), a market-leading, full-service corporate events agency serving the technology sector and based in Beaverton, Oregon.

“We are excited to be launching the firm, and we are looking forward to introducing Growth Catalyst Partners to our collective industry networks,” said Mr. Peters, Managing Partner at GCP. “Our strategy is to partner with leading executives and companies in our sectors, and to act as a catalyst for accelerating growth, both organic and through add-on acquisition opportunities. GCP’s investment focus will leverage our deep experience in our target industries, enabling extraordinary value creation for GCP’s investors.”

Mr. TenBroek, Managing Partner at GCP added, “The combination of deep private equity experience and success, combined with Scott’s role as a leading middle market investment banker *and* an investor, is truly unique. Our value proposition to owners and operators of companies in our target sectors will enable us to drive significant value creation for our portfolio companies and deliver superior returns to LPs.”

Mr. TenBroek spent nearly 20 years with Wind Point Partners and before that, three years with GTCR. Mr. Peters was with JEGI for over 18 years, after four years with Veronis Suhler Stevenson. The GCP team will continue to focus on acquiring companies in the marketing, information, media and business services sectors, with EBITDA ranging from approximately \$3 million to \$12 million.

About Growth Catalyst Partners

Growth Catalyst Partners is a private equity fund based in Chicago that acquires or invests in profitable companies with a tech-enabled orientation. GCP seeks situations where the firm's operating resources, deep industry experience and network can have a meaningful impact. For more information, please visit www.growthcatalystpartners.com.

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