

PEAK ROCK CAPITAL AFFILIATE ACQUIRES LEW'S FISHING

Austin, TX, November 1, 2016 – An affiliate of Peak Rock Capital (“Peak Rock”), a leading middle market private equity firm, announced today that it has acquired Do Outdoors, Inc., doing business as Lew’s Fishing (“Lew’s” or the “Company”), a supplier of branded fishing reels, rods, and accessories.

Headquartered in Springfield, Missouri, Lew’s supplies branded fishing products for mass market retailers, sporting goods chains, and specialty outdoor retailers. The Company’s innovative product portfolio includes rods, reels, combos, and related fishing accessories, including its proprietary Super Low Profile reel platform. Since the Company’s founding in 2009, Lynn Reeves, CEO, and Gary Remensnyder, President, have rapidly grown the Company through product innovation and investment in Lew’s iconic brand.

Anthony DiSimone, Chief Executive Officer of Peak Rock Capital, said, “The investment in Lew’s highlights Peak Rock’s continued desire to partner with leading branded consumer products businesses where we can help drive strong growth.”

Peter Leibman, Managing Director of Peak Rock Capital, said, “Lew’s has a strong competitive position within the fishing category and a rich history of product innovation. We believe Lew’s is an excellent platform for expansion through continued investment in new product development and strategic add-on acquisitions. We are excited to work with the team at Lew’s to pursue continued growth and innovation in the category.”

Lynn Reeves, CEO of Lew’s commented, “Through world class product innovation and industry leading customer service, the Lew’s team has been focused on becoming a best-in-class partner to its retailers and a supplier of industry leading products to its consumers. Our team is proud to have made significant progress toward those goals over the past seven years, and we look forward to partnering with Peak Rock to continue rapidly growing the Company.”

Gary Remensnyder, President of Lew’s, remarked, “We are thrilled to partner with Peak Rock, who shares our vision of growth through product development and investment in the Lew’s brand. We look forward to continuing to grow our business in partnership with our consumers, retail partners, employees, and suppliers.”

ABOUT DO OUTDOORS, INC.

Do Outdoors, Inc., also known as Lew’s Fishing, is a Springfield, Missouri based supplier of fishing equipment and tackle. The Company supplies branded fishing reels, rods, and related accessories through the mass market, sporting goods, and specialty outdoor channels. For further information about Do Outdoors, Inc., please visit www.lews.com.

ABOUT PEAK ROCK CAPITAL

Peak Rock Capital is a leading middle-market private equity firm that makes equity and debt investments in companies in North America and Europe. Peak Rock focuses on investing in opportunities where it can support senior management in driving rapid growth and profit improvement through operational and strategic change. Peak Rock’s principals have deep expertise in complex situations and cross border transactions, with the ability to provide tailored capital solutions and close transactions quickly where speed and certainty are priorities. For further information about Peak Rock Capital, please visit www.peakrockcapital.com.

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