



Caymus Equity Partners Invests in Direct Marketing Solutions

Atlanta, Georgia - September 2012

A group formed by Caymus Equity Partners, including Caymus Equity Partners, Centerfield Capital Partners and management, has recapitalized Direct Marketing Solutions, Inc. (“DMS” or the “Company”) in a transaction that closed in September 2012.

Based in Portland, Oregon, DMS is a leading, vertically integrated direct marketing service provider that develops and executes strategic direct marketing programs on behalf of Fortune 1000 companies. With over 30 years of experience in the industry, the owners have built DMS into a leading direct marketing agency with a strong market position and renowned reputation for executing high quality direct marketing campaigns for long time, marquee clients.

Caymus Equity Partners uncovered the opportunity, structured the terms of the recapitalization, and negotiated and arranged all necessary third-party capital. In addition to third-party senior debt, Caymus Equity Partners and Centerfield Capital Partners invested in junior capital comprised of subordinated debt and preferred stock of DMS to provide the Company with the necessary capital to further grow the business and better serve its customers. Caymus Equity Partners is excited to partner with the strong management team at DMS and invest in a company with a long track record of success in an attractive niche industry with significant growth opportunities.

Geoffrey Faux, Managing Partner of Caymus Equity Partners, stated, “We are particularly excited to partner with Mike and Steve Sherman, who will maintain their ownership interest in, and management roles with, the Company.” DMS’ management added, “DMS is presently experiencing record growth thus our decision to move forward with Caymus Equity Partners was based on our shared customer centric focus.

The experience and resources Caymus Equity Partners brings to the table will help ensure that DMS continues as a leader in the direct marketing industry.” MidSpan Partners served as exclusive financial advisor to DMS.

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