



## **ATERIAN INVESTMENT PARTNERS ACQUIRES SOURCELINK**

NEW YORK, NY (May 11, 2015) – Aterian Investment Partners (“Aterian”), a private equity firm, announces that one of its affiliates has acquired SourceLink Acquisition LLC (“SourceLink,” or the “Company”).

With roots dating back to 1966, SourceLink is a data-driven marketing services, printing and mail fulfillment company that strives to deliver high return on investment direct marketing campaigns, document outsourcing solutions, customer database management and data analytics services. The Company’s service offerings, aimed at maximizing its client’s customer acquisition and retention, are deployed across numerous direct channels including digital print, direct mail, email, web, social media and mobile applications. SourceLink deploys a partnership-oriented service model often serving as an extension of its clients’ marketing teams. The Company can also fully administer critical marketing or document-related functions on behalf of its customers. SourceLink’s experience and expertise spans a variety of end markets with an emphasis on financial services, healthcare, retail energy and utilities, insurance and retail.

Brandon Bethea, Principal at Aterian, said, “SourceLink has a long history of providing effective direct marketing solutions for clients in a wide range of end-markets. SourceLink’s commitment to continuously improving its value proposition and serving as a true strategic partner for its customer base is extremely impressive. We look forward to working with the Company’s workforce in support of SourceLink’s growth and strategic initiatives.”

Don Landrum, CEO of SourceLink, said, “This transaction is an important step in SourceLink’s evolution. Aterian is a firm that has a demonstrated track record of investing in technology and operations, expanding existing services, and growing businesses along side management. Aterian’s support will allow SourceLink to continue to drive results through the execution of our strategic plan, the continued focus on developing client solutions and providing best in class service.”

SourceLink is headquartered outside of Chicago, IL, and maintains production facilities in Mississippi, South Carolina and Ohio. The modeling and analytics team is located in South Carolina and the database development team is located in the Chicago suburbs.

Duff & Phelps Securities, LLC advised SourceLink on the transaction.

## About Aterian Investment Partners

Aterian Investment Partners is an operationally-focused middle market private equity firm. The firm focuses on complex, underperforming and unique situations generating \$25 million to \$500 million of revenue. After making an investment, Aterian, in partnership with management, seeks to focus on the critical growth, operational and liquidity initiatives of a business in an effort to drive value creation for all stakeholders.

For more information, please visit [www.aterianpartners.com](http://www.aterianpartners.com).

## About SourceLink

Headquartered in Itasca, Illinois, SourceLink is a turnkey provider of direct marketing services and document statement solutions. The Company strives to utilize data intelligence, incorporate a multi-channel approach and leverage technology and print production expertise to maximize client marketing programs return on investment ("ROI") through the improvement of customer response and interaction. The Company deploys client programs across all channels, including digital print, direct mail, email, web, social media and mobile applications. SourceLink's experience and expertise spans a variety of end markets, with an emphasis on financial services, healthcare, retail energy and utilities, insurance and retail.

For more information, please visit [www.sourcelink.com](http://www.sourcelink.com).

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