



Albertian and Mis join Boston-based Private Equity Firm Generation Equity Capital - Adding Decades of Operating Experience to the Firm's Investment Activities

Boston, MA - October 14, 2015 - Generation Equity Capital (GEC), an operationally-focused private equity firm specializing in the North American small and lower-middle market asset class, announced today that Edward Albertian and Ronald Mis have joined the firm as Senior Operating Partners. The appointment of Albertian and Mis adds tremendous depth in terms of driving strategic and operational initiatives across the firm's current and prospective portfolio companies and in evaluating new investments.

Albertian brings +25 years of experience to GEC, having served as President and Chief Executive Officer of City Sports, Inc. since 2012. Prior to that, Albertian was President and CEO of TNT Vacations, a division of the Holding Company "Trans National Group" in Boston where he also served as President and Chief Operating Officer. Before his role at Trans National Group, he was the President and Chief Operating Officer of C&S Wholesale Grocers, Inc., a \$25B food wholesaler. From 1999-2001 he was the President and CEO of Streamline.com, an on-line home food distribution network. He also served as Chief Operating Officer and Executive Vice President of Operations at Star Markets Company, Inc. from 1995-1999, at which time Star Market was sold to J Sainsbury. Albertian was an early pioneer at Staples starting when there was one store in 1987 and rising to Senior Vice President of Operations responsible for all U.S. operations.

Albertian is a board member of The University of Massachusetts College of Management and is also the Executive-in-Residence, a position held since 2007. Albertian also serves as a board member of Bealls Inc., a Florida-based retailer; Vice Chairman of Second Time Around, LLC, a Boston-based operator of specialty consignment; and he is the Executive Chairman of &pizza, Inc. a Washington, DC based, fast casual specialty food retailer. He has been a guest lecturer at UMass, Babson, Northeastern and Harvard.

"I am excited to partner with Generation Equity Capital as the firm continues to strengthen its investment and operating capabilities," said Albertian. "The way in which Generation Equity Capital skillfully provides the right level of strategic support and operational expertise to small businesses is unique and powerful and I look forward to leveraging my skills as an operator to build on the firm's impressive Consumer & Retail investment track record."

Mis currently serves as the President of RAM Holdings, Inc., a private investment firm he started in 1997, where he has invested in and managed a number of private companies. Mis began his career at Bain & Company, a leading strategy consulting firm. He subsequently led Corporate Development for Oak Industries, an NYSE listed corporation. Mis has invested in, advised or managed manufacturing and distribution businesses in numerous industries, including electronic components, radio broadcast

equipment, consumer outerwear and industrial safety supplies. Mis earned a B.A. in History from Yale College and an M.B.A. from Harvard Business School.

"I am pleased to join Generation Equity Capital's new fund as a Senior Operating Partner. I have been impressed by the close partnership that Generation Equity Capital forms with the management teams of its portfolio companies, and by the outstanding results achieved," said Mis. "I look forward to working with the firm's new and existing portfolio companies to build additional value and drive returns to investors."

About the appointment of Albertian and Mis, Gary Furst, Managing Partner of Generation Equity Capital, said, "Collectively these successful executives have over five decades of experience in the consumer, B2B/B2C direct marketing, and retail space across a variety of business, strategy, and C-level leadership roles. Their talent, experience, passion, intelligence and love of mentoring senior teams will be invaluable in our pursuit to make 'good companies great.' We are delighted to welcome them to Generation Equity Capital."

About Generation Equity Capital

Generation Equity Capital (GEC) is an operationally-focused private equity firm specializing in the North American small and lower-middle market asset class. The firm brings both financial resources and operational expertise to small and lower middle-market companies, giving management teams the tools they need to build exceptional businesses. The firm's investment activities center around working with companies that have solid operating platforms and can demonstrate a clear pathway for growth. As active investors, GEC works alongside management teams, leveraging their strategic expertise to enable business owners to achieve their full potential.

For information on the firm's current fundraise please contact Michael Swackhamer. For an overview of the firm please visit www.generationequity.com.

Gary S. Furst
Phone: (508) 962-5723
Email: gary@generation-equity.com

Michael J. Swackhamer
Phone: (617) 848-1279
Email: mswackhamer@generationequity.com