

**Consumer Products and Services Deals for February 2024**  
**PE Industry Update**

Company Name	Description	Deal Synopsis
Absolute Mobility Center	Operator of a mobility service intended for individuals with mobility challenges. The company's platform specializes in wheelchair-accessible vehicles and maintenance, along with rental services, and also provides services to repair and assemble ramps, lifts, and restraint systems along with wheelchairs and scooters themselves, thereby enabling individuals in Woodinville, Washington, and beyond to enhance their mobility and independence.	The company was acquired by MobilityWorks, via its financial sponsor Flexpoint Ford, through an LBO on February 5, 2024 for an undisclosed amount. The acquisition supports MobilityWorks' mission to provide accessible vehicle solutions for wheelchair users and those with mobility challenges while adding to its growing retail footprint in the western United States.
Ainsley Heating & Cooling	Provider of heating, ventilation, and air conditioning services intended for households across Northeast Ohio and Western Pennsylvania. The company offers installation and repair services, helping customers have their systems changed affordably.	The company was acquired by Sila Heating & Air Conditioning, via its financial sponsors Constitution Capital Partners and Morgan Stanley Capital Partners, through an LBO on February 26, 2024 for an undisclosed amount.
Andy's Collision Centers	Provider of vehicle repair services based in Glendale, Arizona. The company provides collision repair services, thereby restoring the vehicle to its pre-accident condition.	The company was acquired by an undisclosed investor, via its financial sponsor Trivest Partners through an LBO on February 1, 2024 for an undisclosed amount.
Andy's Pool Service (Atlanta)	Provider of swimming pool services based in Atlanta, Georgia. The company provides service maintenance, repair, renovation, and construction services.	The company was acquired by Gold Medal Pools, via its financial sponsors Cynosure Partners, and Tenex Capital Management, through an LBO on February 12, 2024 for an undisclosed amount.
Arizona Sands Club	Operator of a social club based in Tucson, Arizona. The company offers dining areas, an outdoor patio overlooking the University of Arizona campus, an expansive bar area, a welcome lounge, co-working spaces, a private dining room, and an executive boardroom, thereby providing the community with a private dining and lifestyle experience.	The company, a subsidiary of Invited, was acquired by Oak View Group, via its financial sponsor Silver Lake, through an LBO on February 20, 2024 for an undisclosed amount. The acquisition expands Oak View Group's sports venues and commitment to transforming the culinary experience within premium hospitality and live experiences.
Arvada Driving School	Provider of driver education services for individuals seeking a driver's license. The company offers both in-person and online classes via an online video library and offers an online scheduler for class registration.	The company was acquired by Coastline Academy, via its financial sponsors Greybull Stewardship and Upper90 Capital Management, through an LBO on February 5, 2024 for an undisclosed amount.

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Audacy (Broadcasting, Radio and Television) (PINX: AUDAQ)	Audacy Inc is a scaled, multi-platform audio content and entertainment company engaged in the segment of audio. It is a creator of original, premium audio. It brings people together around the news, sports, podcasts, and music that matter to them.	The company was acquired by Mr. George Soros, via its financial sponsor Soros Fund Management, through an LBO on February 14, 2024, for an undisclosed amount.
Baylor Club	Operator of a social club based in Waco, Texas. The company offers dining, coworking spaces with touchdown and meeting rooms, member events, and private events services, thereby providing members with a private dining and lifestyle experience.	The company, a subsidiary of Invited, was acquired by Oak View Group, via its financial sponsor Silver Lake, through an LBO on February 20, 2024 for an undisclosed amount. The acquisition expands Oak View Group's sports venues and commitment to transforming the culinary experience within premium hospitality and live experiences.
Camp Bow Wow	Provider of dog daycare and overnight care services intended to serve busy pet owners who want their dogs to have a fun and safe place to stay and play. The company operates a franchisee model and provides services such as indoor and outdoor play, camp counseling, campfire treats, and others mainly to the campers, thereby enabling its clients to avail of daycare and boarding facilities with no hidden fees and a variety of activities to keep dogs entertained.	The company, a subsidiary of VCA County Veterinary Hospital, was acquired by Fastsigns International, via its financial sponsors LightBay Capital and Freeman Spogli, through an LBO on February 1, 2024 for an undisclosed amount.
Clincierge	Provider of concierge travel and logistics support services intended for patients participating in clinical trials. The company specializes in managing the barriers relating to the communications, travel or lodging logistics and financial challenges that patients face in clinical trial participation, thereby ensuring a comfortable and improved trial experience for them.	The company was acquired by Greenphire, via its financial sponsor Thoma Bravo, through an LBO on February 1, 2024 for an undisclosed amount. The acquisition solidifies Greenphire's commitment to providing comprehensive solutions that address the diverse needs of patients, ensuring a seamless and efficient trial experience.
ColoradoBiz	Publisher of a monthly business magazine based in Denver, Colorado. The company publishes a magazine and offers content online that covers the Colorado economy, business insights, finance, technology, people, events and management trends.	The company, a subsidiary of WiesnerMedia, was acquired by BridgeTower Media via its financial sponsor Transom Capital Group, through an LBO on February 7, 2024 for an undisclosed amount.

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ECS Comfort	Operator of heating and cooling services, offering central air conditioning, ductless mini splits, indoor air quality, gas and oil heat, and water heaters. The entity also provides maintenance agreements, financing, free second opinions, and a referral program.	The company was acquired by Sila Heating & Air Conditioning, via its financial sponsors Churchill Asset Management, Constitution Capital Partners, and Morgan Stanley Capital Partners, through an LBO on February 15, 2024 for an undisclosed amount.
Elevate Trampoline Park	Operator of a trampoline park located in different states in the United States. The company offers an indoor activity center, trampolines, jumping activities, foam pits and other related entertainment services, along with hosting events and parties at the park.	The company was acquired by Northrim Horizon through an LBO approximately in February 2024 for an undisclosed amount.
EverDriven	Provider of alternative student transportation services intended to provide equal opportunities and mobility to student populations, including special education, homeless, foster and other in-need students. The company leverages a proprietary, technology-enabled platform and offers its fleet of SUVs, wheelchair-accessible vans, minivans, and sedans that are compliant with federal, state and local student transportation regulations, helping optimization of transportation for school districts across the United States.	The company was acquired by Charlesbank Capital Partners through an LBO in February 2024 for an undisclosed amount.
Fresh Picks Café	Provider of cafeteria food management services intended to promote wellness. The company offers staff training, seasonal menus and locally grown food, enabling K-12 school communities to access affordable healthy meals.	The company was acquired by Whitsons Culinary Group, via its financial sponsor GenNx360 Capital Partners, through an LBO on February 26, 2024 for an undisclosed amount.
G.O. Fresh	Producer of pre-cut fruits and vegetables based in Minneapolis, Minnesota. The company offers salad blends, fruits, vegetable blends, vegetables, customized blends of specialty salads, vegetable medleys, salsas, and fruit combinations.	The company was acquired by Wholesale Produce Supply, via its financial sponsors Cross Rapids Capital, The Baupost Group, and Maranon Capital, through an LBO on February 1, 2024 for an undisclosed amount.

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Galbraith Grounds Management	Provider of landscape management services intended for residential properties in Atlanta. The company offers a range of services including hand-pruning of all ornamental plant materials, tree disease identification and control, fertilization program, groundcover control, irrigation system monitoring and other services, providing clients with construction and care of their green landscapes.	The company was acquired by Mariani Enterprises, via its financial sponsor CI Capital Partners, through an LBO on February 1, 2024 for an undisclosed amount.
Hero Plumbing, Heating, Cooling, Drains & Electrical	Provider of residential plumbing, heating, cooling, and electrical services located in Minneapolis, Minnesota. The company offers plumbing repair, water heater installation and repair, kitchen and bathroom plumbing, heating and cooling repair and installation, electrical repair and installation and air quality services.	The company was acquired by Apex Service Partners, via its financial sponsors Alpine Investors and Partners Group, through an LBO in approximately February 2024 for an undisclosed amount.
HighKey Snacks	Producer of snack items intended to improve eating habits and lifestyle. The company's snacks are made of gluten-free and low-sugar mastered flavors to eliminate carbs and sugar from the daily diet, enabling consumers not to miss out on their delicious foods in trying to improve their lifestyle.	The company was acquired by Creations Foods, via its financial sponsor Rio Investment Partners, through an LBO on February 7, 2024 for an undisclosed amount.
Hofmann Sausage	Producer of sausages and meat products based in Syracuse, New York. The company offers hot dogs and coneys, deli items, German frankfurters, snappy grillers, German mustard, sausages, and other meat items.	The company was acquired by Miami Beef Company, via its financial sponsor Trivest Partners, through an LBO on February 13, 2024 for an undisclosed amount.
Hubbell (Residential Lighting Business)	Provider of indoor and outdoor lighting products intended to serve the residential clients.	The residential lighting business of Hubbell was acquired by Kingswood Capital Management through a \$131 million LBO on February 9, 2024.
Ken Garff University Club	Operator of a social club based in Salt Lake City, Utah. The company offers wine dinners, watch parties, networking, and social events, thereby providing customers with social gathering spaces to build their networks.	The company, a subsidiary of Invited, was acquired by Oak View Group, via its financial sponsor Silver Lake, through an LBO on February 20, 2024 for an undisclosed amount. The acquisition expands Oak View Group's sports venues and commitment to transforming the culinary experience within premium hospitality and live experiences.

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L.S.L. Lawn Service	Provider of lawn care services for homeowners in Southern Maryland. The company specializes in lawn care analysis, core aeration, soil testing, grasscycling, pasture management and natural pest control, enabling customers to treat their lawns without using pesticides.	The company was acquired by Virginia Green, via its financial sponsor Golden Gate Capital, through an LBO on February 8, 2024 for an undisclosed amount. The company's acquisition will offer existing customers expanded services and allow Virginia Green to expand its reach.
Lindstrom Air Conditioning & Plumbing	Provider of plumbing and cooling services intended for the residential clients. The company offers a wide range of services like air conditioning heating and cooling, plumbing repair and maintenance, air quality repair and maintenance along with carrying out annual maintenance contracts and repairs of the equipment.	The company was acquired by Wrench Group, via its financial sponsors Oak Hill Capital, TSG Consumer, AustralianSuper and Leonard Green & Partners, through an LBO on February 10, 2024 for an undisclosed amount.
Morpheme Magic	Provider of systematic, structured literacy lessons and training designed to teachers' ability to teach and grow their students' morphological awareness. The company offers instructional materials including lessons, activities, classroom aides, and assessments, helping teachers to train along with teaching strategies.	The company was acquired by 95 Percent Group, via its financial sponsor Leeds Equity Partners, through an LBO on February 7, 2024 for an undisclosed amount.
ParaQuad Mobility	Provider of wheelchair accessibility aid services intended for the disabled community. The company offers wheelchair-accessible vans and home accessibility equipment, helping the paraplegic, quadriplegic, and amputee community to travel with ease.	The company was acquired by MobilityWorks, via its financial sponsor Flexpoint Ford, through an LBO on February 5, 2024 for an undisclosed amount.
Park 'N Fly	Operator of airport parking facility intended for domestic and international travelers. The company offers online reservations, hand car wash & auto detailing, car services, pet boarding, electric car charging stations, valet parking, and other related services, helping clients manage their journey with ease.	The company, a subsidiary of BCD Travel, was acquired by The Parking Spot, via its financial sponsor Green Courte Partners, through an LBO on February 6, 2024 for an undisclosed amount.

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PF Baseline Fitness	Operator of fitness clubs across Fargo, North Dakota. The company operates as a franchising business and provides facilities for performing various health-related activities.	The company was acquired by Oxford Financial Group through an LBO on February 2, 2024 for an undisclosed amount. The transaction was supported by \$250 million of debt financing.
Phoenix East Aviation	Provider of flight training services based in Daytona Beach, Florida. The company offers modern aircraft training and simulators, enabling US-based and international students to become commercial pilots.	The company was rolled into the continuation fund Renovus Continuation Fund from Renovus Capital Partners Fund on February 27, 2024 for an undisclosed amount. The funds will be used to recapitalize the company.
Precision Door Service (Franchises in Raleigh and Fayetteville, North Carolina)	Operator of a door repair firm intended to serve across Raleigh and Fayetteville, North Carolina. The company offers garage door repair, door spring repair, torsion and extension repair, panel design service, home setup service, and door parts service, thereby enabling clients with customized door repair options at a cost-efficient price.	The division was acquired by Sydnic, via its financial sponsor SBJ Capital, through an LBO on February 22, 2024 for an undisclosed amount.
Rack & Riddle Custom Wine Services	Producer of sparkling wines intended for grocery retailers and wine brands. The company specializes in the production of sparkling and still wine and offers a broad range of sparkling wine services along with complete grape-to-bottle, base-to-bottle and shiner programs and uses sustainable farming practices, enabling people to enjoy the taste of wines.	The company was acquired by Hauser Private Equity through an LBO in approximately February 2024 for an undisclosed amount.

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Rover Group	Rover Group Inc is an online marketplace for pet care based on gross booking value. The company connects pet parents with pet care providers who offer overnight services, including boarding and in-home pet sitting, as well as daytime services, including doggy daycare, dog walking, and drop-in visits. The user-based platform extends across the U.S., Canada, the U.K., Spain, France, Norway, Sweden, Netherlands, Italy and Germany. For pet care providers, the company built tools to easily create a listing in the marketplace along with simple tools for scheduling and booking care, communicating with pet parents, and receiving payment. The company generates revenue from facilitating the connection between pet care providers and pet parents.	The company was acquired by Blackstone through a \$2.35 billion public-to-private LBO on February 27, 2024. The transaction is supported by debt financing. True Wind participated in the round.
Select Basement Waterproofing	Provider of waterproofing solutions serving homeowners across New Jersey. The company offers personalized foundation repair, basement waterproofing, crawl space encapsulation, and concrete leveling solutions, thus helping residents repair their homes.	The company was acquired by Groundworks, via its financial sponsor Succession Capital Partners, Cortec Group and Kohlberg Kravis Roberts, through an LBO on February 29, 2024 for an undisclosed amount.
SGC (Boca Raton)	Provider of grading and authentication services intended for sports memorabilia collectors worldwide. The company verifies all the graded or authenticated items by entering the specific details and has its grading scale, thereby providing customers with solutions to trade authentic raw and re-holders, oversized cards	The company was acquired by Collectors, via its financial sponsors Thirty Five Ventures, The Chernin Group, Stripes, D1 Capital Partners and Cohen Private Ventures, through an LBO on February 29, 2024 for an undisclosed amount.

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Shearer's Snacks	Manufacturer and distributor of snack products based in Massillon, Ohio. The company operates as a manufacturer and private label supplier in the snack industry and is engaged in the production of snacks in assorted flavors and sizes, including kettle-cooked potato chips, traditional potato chips, tortilla chips, rice crisps, cheese curls, and whole-grain chips, as well as cookies, crackers, and wafers to retailers.	The company was acquired by Clayton and Dubilier & Rice through an LBO on February 13, 2024 for an undisclosed amount. The transaction was supported by \$1.52 billion of debt and \$500 million of bond financing.
SILAS	Developer of a data-driven animation platform intended to help children on the autism spectrum recognize facial expressions, build language skills, and interact socially with other kids. The company's platform offers three levels of social skills and vocational curriculums, tracks teacher assessments on a variety of student performance metrics, and associates them with each movie a student creates, enabling children to work in teams to create animation scripts that include topic generation, eye contact, and apologizing.	The company was acquired by CentralReach, via its financial sponsor Insight Partners, through an LBO on February 8, 2024 for an undisclosed amount.
Southeast Lineman Training Center	Provider of lineworker training services based in Trenton, Georgia. The company offers training courses in electrical and communications linework on campus through its introductory programs and advanced industry training and as well as on-site training with companies around the world.	The company was acquired by Warren Equity Partners through an LBO on February 13, 2024 for an undisclosed amount.
The Carolina Club	Operator of a social club based in Chapel Hill, North Carolina. The company offers dining, collaborative workspaces, concierge services, and a rich events calendar, thereby helping members reach professional goals through networking and engaging clubs.	The company, a subsidiary of Invited, was acquired by Oak View Group, via its financial sponsor Silver Lake, through an LBO on February 20, 2024 for an undisclosed amount. The acquisition expands Oak View Group's sports venues and commitment to transforming the culinary experience within premium hospitality and live experiences.



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The Honey Pot	Manufacturer of hygiene products focused on feminine care. The company offers plant-based and chemical-free sexual wellness, consumer health and menstrual products such as pads and other hygiene products as well as educates and provides tools and resources that promote feminine health and wellness, thereby assisting women to avail natural remedies to prevent infections.	The company was acquired by Compass Diversified through a \$380 million LBO on February 2, 2024.
The Texas Tech Club	Operator of a country club based in Lubbock, Texas. The company offers dining, business services, event services, and lounge space, enabling clients to have leisure and luxury services in one place.	The company, a subsidiary of Invited, was acquired by Oak View Group, via its financial sponsor Silver Lake, through an LBO on February 20, 2024 for an undisclosed amount. The acquisition expands Oak View Group's sports venues and commitment to transforming the culinary experience within premium hospitality and live experiences.
TouchMath	Provider of supplemental, multi-sensory mathematics curriculum resources and products intended to help all students build a strong foundation to succeed in math. The company offers a proprietary, standard-aligned curriculum and interactive, multi-sensory products to raise academic performance, making critical math concepts appealing and accessible for students who struggle to understand grade-level content, enabling students to maximize their potential and ensuring their math success.	The company was acquired by Leeds Equity Partners through an LBO on February 29, 2024 for an undisclosed amount.
University Club of Virginia Tech	Operator of a social club intended for alumni, fans, faculty, staff, and the business community. The company offers a dining experience featuring handcrafted cuisine and craft cocktails, a place for meeting, gathering, and hosting events, thereby enabling members to network and entertain friends and associates.	The company, a subsidiary of Invited, was acquired by Oak View Group, via its financial sponsor Silver Lake, through an LBO on February 20, 2024 for an undisclosed amount. The acquisition expands Oak View Group's sports venues and commitment to transforming the culinary experience within premium hospitality and live experiences.