



## **An Affiliate of Sun Capital Partners, Inc. Acquires DIAM USA , an Integrated Manufacturer of Point of Purchase Displays**

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Sun Capital Partners, Inc. ("Sun Capital"), a leading private investment firm specializing in leveraged buyouts and investments in market-leading companies, today announced that an affiliated portfolio company has acquired Diam USA, Inc. and P.O.P. Display, Inc. (collectively, "Diam") from Creative Solutions Group Holdings, LLC. Terms of the acquisition were not disclosed.

Diam is an integrated manufacturer of point-of-purchase displays ("POP") focused primarily on permanent displays in cosmetics and electronics for mass channel retailers. Diam designs and manufactures plastic molded wall units, show cases, film bins, counter units, floor stands, kiosks, testers, and window displays, from creative design and manufacturing to warehousing and maintenance support. Diam has longstanding customer relationships with Maybelline, Staples, CVS Pharmacies, and L'Oreal.

Gary M. Talarico, Managing Director, Sun Capital Partners, Inc. stated, "We are pleased to have completed the Diam acquisition, which we consider especially attractive since POP spending is increasing as more traditional forms of advertising are de-emphasized. We are committed to rebuilding Diam's position as a leading POP supplier and to supporting our leading retail customers with quality displays. Since our affiliates have significant investments in retailing companies, we believe we are uniquely positioned to understand our customers."

Anthony Orsini, Chief Operating Officer, and Joseph Berzok, Senior Vice President, Sales, Diam USA, Inc., jointly commented, " In the past, our team has been focused on our business as part of a larger corporation. We believe that by operating as a stand-alone company, together with the world-class financial and operating expertise of Sun Capital Partners, Inc., we will be well positioned to capitalize more fully on our wide range of product offerings and new growth opportunities."



### **About Diam USA**

Diam USA , a leading retail merchandising solutions provider, offers full service, vertically-integrated, single source range of services, including strategic analysis, opportunity identification, creative design, engineering, manufacturing, distribution, logistics, installation, maintenance, and program analysis. Diam services clients in many industries including cosmetics, fragrance, electronics, software, and photography.

### **About Sun Capital Partners, Inc.**

Sun Capital Partners, Inc. is a leading private investment firm focused on leveraged buyouts, equity, debt, and other investments in market-leading companies that can benefit from its in-house operating professionals and experience. Sun Capital affiliates have invested in and managed more than 120 companies worldwide with combined sales in excess of \$30.0 billion since Sun Capital's inception in 1995. Sun Capital has offices in Boca Raton , Los Angeles , New York , London , and Shenzhen.