PRO EM Party & Event Rentals Acquires Partytime-HDO Productions

ISSUED BY PRO EM PARTY & EVENT RENTALS

Phoenix, Ariz. – PRO EM Party & Event Rentals has acquired Partytime-HDO Productions, a Niles, Illinois-based provider of tenting, flooring, lighting and fabric design for sporting events, corporate functions and weddings. Financial terms of the acquisition will not be announced.

In October 2016, Dos Rios Partners, a Texas-based private equity firm, announced the recapitalization of PRO EM Party & Event Rentals. Following the recapitalization, PRO EM immediately began to pursue synergistic acquisition opportunities in other markets. The acquisition of Partytime-HDO Productions expands PRO EM's area of operations and menu of services, increases product inventory and offsets seasonality for both organizations.

"We are very excited about combining these two industry leaders," said Brady Castro, President and Chief Executive Officer of PRO EM Party & Event Rentals. "Not only is Partytime-HDO an exceptional fit in terms of inventory and complementary seasonality, they have great people and the same culture of excellence as we do in Arizona. Jim, George and their team do a fantastic job and we are looking forward to integrating our operations and expanding our combined footprint to include more events in a larger region across the United States."

PRO EM Party & Event Rentals will continue to operate Partytime-HDO Productions' offices in Niles and all Partytime-HDO employees will remain with the company. Partytime-HDO Productions CEO and President, Jim Gallagher and CFO, George Toma, will also remain with PRO EM Party and Event Rentals, serving as Principal and Executive Vice President, respectively.

Partytime Productions acquired HDO Productions in February of 2012. HDO Productions had been in business since the 1960s and Partytime Productions since 1985. When the two powerhouses combined forces, it created one of the largest and most experienced tent providers in the country. Current and recent Partytime-HDO Productions event partners include: the BMW PGA Championship, the Valero Texas Open, FedEx St Jude Classic, Quicken Loans National, the Kentucky Derby and the Ravinia Festival.

"We have been delighted with our investment in PRO EM and we are excited to have found such a highly complementary add-on acquisition with Partytime-HDO so early in our investment hold. The combination of these two businesses provides a strong platform for continued organic growth as well as additional acquisitions," said Kevin Benoit, Partner, Dos Rios Partners.

"This is a big milestone in the Partytime-HDO path and my personal life. It is exciting to move to the next level by combining our business, enhancing our product offering, expanding our geographical reach and approaching additional vertical markets. This is a great opportunity for all of our loyal clients and team members, which we are grateful for in arriving to this point," said Jim Gallagher, CEO and President of Partytime-HDO.

About PRO EM Party & Event Rentals

Founded in 1987, PRO EM Party & Event Rentals was created to serve as a single source for events of any size. Today, PRO EM has three distinct business units: event management, event rentals and commercial services. The company's 250,000 square-foot warehouse and headquarters are located in Phoenix, Arizona. The company services more than 3,000 events annually ranging from large-scale nationally-televised sporting events, concerts and festivals to smaller and more intimate corporate meetings, weddings and social gatherings. PRO EM's Event Services team has more than 200 years of combined experience in event management, planning and logistics and professionally staffs all event positions, including: security guards; parking and traffic control and guest service representatives. PRO EM's Rental Division can supply equipment and materials for any size occasion, including: tents and clear-span structures; portable generators; light towers; heating and cooling units; fencing; barricades; furniture and decor; tables; chairs; linens; bars; china; portable restrooms and other event-related equipment.

Current and recent event partners include: the Waste Management Phoenix Open (PGA); Arizona State University and Sun Devil Athletics (NCAA); 2017 NCAA Final Four, the Arizona Diamondbacks; Chicago Cubs and Oakland A's (MLB); Country Thunder Music Festival; Bank of Hope Founders Cup (LPGA); Barrett Jackson Collector Car Auction; Scottsdale Arabian Horse Show; Salt River Fields at Talking Stick and the Scottsdale Cultural Council. For more information on PRO EM, visit www.proem.org.

About Dos Rios Partners

Dos Rios Partners is a lower middle market private equity firm based in Austin, Texas. The firm invests in proven, established companies with approximately $3 to $12 million of EBITDA and works alongside management as an engaged, collaborative partner, with patient, flexible capital: equity, debt or a combination, control or non-control. For more information, visit www.dosriospartners.com.

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