

THE CHICAGO CORPORATION

Deal Announcement

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Chicago – October 19 2012, The Chicago Corporation, an independent, Chicago-based investment banking firm, announced today that it advised Hinda, Inc. in its sale to The TharpeRobbins Company, Inc., a portfolio company of Gridiron Capital, LLC.

Hinda is an industry leading provider of incentive programs used to reward customer loyalty, encourage top sales performance, influence employee behavior and motivate company dealers and distributors.

Hinda is the recognized “Go To” source for loyalty and incentive program lifestyle merchandise award fulfillment. Hinda was founded in 1970 and is based in Chicago. Hinda generates revenue of approximately \$115 million.

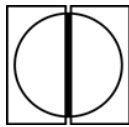
TharpeRobbins is a leader in the employee recognition niche of the incentive industry and is of similar size to Hinda. The Hinda acquisition gives the Statesville, NC-based company meaningful scale and related purchasing economies, numerous cross marketing opportunities and the ability to rationalize redundant overhead. Gridiron Capital is a New Caanan, CT-based private equity firm that invests in middle market services firms among other industries.

The sale of Hinda provided the founding Arkes family liquidity for retirement and provides an ongoing company legacy under a professional management team. The Chicago Corporation marketed the Company to a select group of industry and private equity buyers and hosted nearly 10 management presentations. After receiving multiple offers, Hinda selected Gridiron/TharpeRobbins because of its full valuation; the opportunity to reinvest in the new company and share in its future successes; as well as the excellent cultural fit between the two companies.

About The Chicago Corporation

The Chicago Corporation is an independent Chicago-based investment banking firm focused on providing middle-market companies with a range of financial and corporate advisory services including merger and acquisitions, institutional debt and equity capital raising, and financial restructuring. The Chicago Corporation leverages the broad experience of its team to evaluate and implement financial strategies designed to maximize the value of a client's business. The firm is committed to a “client-first” approach, which ensures that its professionals work together to find the best market-based solution for the client. For more information about The Chicago Corporation, its investment bankers, and Senior Advisors, please visit www.thechicagocorp.com.

Securities transactions conducted through TCC Securities, LLC, an affiliated company, registered Broker / Dealer and Member of FINRA / SIPC.



THE CHICAGO CORPORATION

Introduction

Chicago based investment bank with over 30 experienced bankers and senior advisors providing best-in-class investment banking advice and execution, and business advisory services to middle market public and private companies and financial institutions with sales between \$20 and \$500 million.

Willingness to engage business owners on traditional investment banking business, as well as for broader financial and business advisory services, to provide advice on strategic, financial and operational issues in order to increase the value of their businesses.

Why The Chicago Corporation?

Culture	<ul style="list-style-type: none"> • Clients come first – trusted advisors to business owners • Relationship driven – not transaction-driven
Experience	<ul style="list-style-type: none"> • Seasoned bankers with extensive industry, operational and transactional experience • Elite team of senior advisors with diverse industry specializations and competencies
Collaboration	<ul style="list-style-type: none"> • Two or more bankers lead every engagement to provide best-in-class advice and execution • Client benefit from firm-wide thinking
Relevance	<ul style="list-style-type: none"> • Entrepreneurial passion – all managing directors are owners • Ability and willingness to engage in purely advisory / consultative roles
Excellence	<ul style="list-style-type: none"> • Goal to exceed client expectations by providing best-in-class, unbiased advice • Success measured by client referrals and endorsements – Results

Services

Mergers & Acquisitions Advisory

- Sale of Company
- Corporate Divestiture
- Acquisition Advisory
- Special situations /Distressed sales
- Leveraged buyouts
- Going private transactions
- Fairness opinions
- Valuations

Private Capital Raising

- Senior debt
- Junior debt
- Convertible debt
- Preferred equity
- Common equity

Financial Advisory Services

- Strategic alternatives analysis
- Capital structure analysis
- Debt capacity analysis
- Recapitalizations/Financial restructurings
- Wealth transition advisory

Strategic Advisory Services

- Performance assessment
- Strategy development
- Execution support

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