



Truck Hero, Inc. Announces Acquisition of BACKRACK Truck Racks

Further Expanding Truck Hero's Truck Accessory Product Offering

ANN ARBOR, MICHIGAN – April 23, 2019 – Truck Hero, Inc. ("Truck Hero" or the "Company") today announced the strategic acquisition of Backrack, LLC ("Backrack"), the leading North American manufacturer of heavy duty, truck racks for pickup trucks. The transaction terms were not disclosed.

"We are excited to welcome the Backrack team to the expanding Truck Hero family of brands," said Bill Reminder, President and CEO of Truck Hero. Backrack is the most recognized and trusted brand for pickup truck cab protection racks and adding the Backrack brand to the Truck Hero portfolio broadens our ability to meet the needs of today's demanding pickup truck owner. Since their beginning, Backrack has been dedicated to designing and manufacturing the highest quality and most durable line of truck bed racks that provide superior protection and increased truck bed functionality. Our product lines are highly complementary and we look forward to further building the Backrack brand by leveraging our sales and marketing experience and installer relationships. Mike Cunningham has led Backrack for over 11 years and will continue to serve as General Manager.

This transaction marks Truck Hero's fourteenth acquisition since its formation in 2007 and is well aligned with the Company's growth strategy of acquiring businesses within the vehicle accessory market that further diversify its product portfolio into other attractive, complementary, high-growth segments.

About Truck Hero, Inc.

Headquartered in Ann Arbor, MI, Truck Hero provides consumers a full range of truck bed covers and other truck and Jeep accessories with market leading functionality, engineering, quality, and design. The breadth of Truck Hero's product offering is vast, including: hard and soft truck bed covers, truck caps, bed liners, floor liners, steps, suspension kits, Jeep® parts and off-road accessories. Truck Hero's industry leading family of brands includes Advantage, A.R.E., BAK, BedRug, Extang, Husky Liners, N-FAB, Omix-ADA, Retrax, Rugged Liner, Rugged Ridge, Superlift, TruXedo, UnderCover and an online retailer, RealTruck. All of the companies in the Truck Hero family are recognized as premier brands and are leaders in product innovation. For more information, please visit our website at truck-hero.com.

About Backrack, LLC

Founded in 1988, Backrack designs and manufactures high quality pickup truck racks, siderails and complementary accessories. Their innovative designs allow customers to achieve the look they desire for their trucks, while providing the ultimate in cab protection. All Backrack products are manufactured

in North America and are sold through an extensive network of distributors and dealers. For more information, please visit their website at backrack.ca.

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