



ANN ARBOR, MICHIGAN – October 16, 2017 – Truck Hero, Inc. (“Truck Hero” or the “Company”) today announced that it has entered into an agreement to acquire Omix-ADA, Inc. (“Omix-ADA”), the world’s largest independent developer and supplier of Jeep® and off-road parts, accessories and floor liners. Omix-ADA’s family of brands includes Rugged Ridge® and Alloy USA®. The transaction, the terms of which were not disclosed, is expected to close by the end of October.

Founded in 1992 by Al Azadi and headquartered in Suwanee, Georgia, Omix-ADA’s product offering includes more than 13,000 active SKUs across the accessories, replacement and restoration categories. Omix-ADA’s products are sold in more than 90 countries worldwide, with more than 800 active customers across every Jeep aftermarket channel including warehouse distributors, jobbers, automotive dealerships, national retailers and online retailers. Omix-ADA’s engineering and product management teams are led by passionate, skilled enthusiasts who live the Jeep lifestyle, keeping them deeply involved in the latest aftermarket trends and technology. By continuously investing in new products and product lines, Omix-ADA is able to service Jeep owners with models dating back to 1941.

“Jeeps are the number one most accessorized vehicle in the world and Omix-ADA is by far the most respected player in the steadily growing Jeep aftermarket space,” said Bill Reminder, President and CEO of Truck Hero. “Al has been immersed in the Jeep industry since childhood and has leveraged his deep understanding and appreciation for the vehicle to build a highly successful business that offers Jeep enthusiasts the broadest line of replacement products and branded functional accessories to match their lifestyles. We are thrilled that Omix-ADA is now part of Truck Hero, and we look forward to leveraging our sales and marketing capabilities and Omix-ADA’s unrivaled portfolio to accelerate our growth and build on the Company’s position as a trusted go-to source for aftermarket parts and accessories.”

“Since our inception, Omix-ADA has been at the heart of the Jeep community, continuously introducing innovative parts and accessories that allow millions of passionate Jeep owners to make vehicles their own,” said Mr. Azadi. “We are excited to partner with Bill and the Truck Hero team who, like us, are recognized as leaders in product innovation with a highly sought after family of premier brands. With Jeep popularity expected to continue to grow and generate accessory and replacement part demand, we believe the Jeep aftermarket will benefit from Omix-ADA and Truck Hero’s resources for years to come.”

During the early period of the integration of Truck Hero and Omix-ADA, Mr. Azadi intends to serve as an advisor and consultant to Mr. Reminder on a limited basis.

This transaction marks Truck Hero’s thirteenth 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 attractive, complementary, high-growth segments.

Jefferies acted as the sole financial advisor to Omix-ADA. In addition, Jefferies provided a financing commitment for the transaction and will serve as sole Lead Arranger of the financing.

About Truck Hero, Inc.

Headquartered in Ann Arbor, MI, Truck Hero has focused on providing 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 includes hard and soft truck bed covers, truck caps, bed liners, floor liners, and steps. Truck Hero's industry leading family of brands includes Extang, TruXedo, BedRug, UnderCover, Advantage, Retrax, BAK, A.R.E., N-FAB, Husky Liners, Rugged Liner and Superlift. All of the companies in the Truck Hero family are recognized as premier brands in the U.S. light duty truck aftermarket and are leaders in product innovation. For more information, please visit our website at truck-hero.com.

About Omix-ADA, Inc.

Omix-ADA, Inc. is the world's largest independent developer and supplier of Jeep and off-road parts, accessories and floor liners. For two decades, Omix-ADA has designed, tested and manufactured more than 20,000 of the highest quality restoration and replacement parts and accessories. The Omix-ADA family of brands, Rugged Ridge and Alloy USA, are distributed throughout the USA and in more than 90 countries worldwide. For more information, please call Omix-ADA, headquartered in Suwanee, GA at 770-614-6101 or visit omix-ada.com.

Jeep is a registered trademark of FCA USA LLC.

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