



## ***Imagine! Print Solutions Agrees to Acquire Midnight Oil Agency***

### ***Burbank, California Agency Joins Family of Imagine! Companies***

MINNEAPOLIS, Minn. (June 27, 2016) – Imagine! Print Solutions (“Imagine!”) is pleased to announce that it has entered into a definitive agreement to acquire Midnight Oil Agency (“Midnight Oil”), a world-class marketing agency based in Burbank, California.

With the addition of Midnight Oil and the continued support of Oak Hill Capital Partners, Imagine! is well positioned for future growth and delivery of its vision:

**To become the world’s most admired visual communications company, thrilling customers through innovation and execution.**

Midnight Oil’s differentiated creative capabilities will enhance Imagine!’s value-added service offering and go-to-market strategy, and bring immediate value to existing Imagine! customers. Midnight Oil will continue to operate independently and deliver high quality creative services to its customers, while leveraging Imagine!’s world-class design, production, and fulfillment capabilities.

John Hans, CEO of Imagine!, is highly enthusiastic about the partnership, “Adding Midnight Oil’s creative capabilities, its talented team, and its leadership position in the gaming and entertainment industries to Imagine!’s capabilities and network make this a partnership built for success.”

“We’re making this strategic move to position Midnight Oil as a global, industry leader,” stated Tom Stillwell, CEO of Midnight Oil. “The partnership with Imagine! will provide ample support and resources to drive expansion into new categories and markets. With our larger and stronger infrastructure, we will delight our current customers and open the doors to many new opportunities.”

“Midnight Oil is a great fit. We share a common culture and vision, and we look forward to welcoming the Midnight Oil team to the Imagine! family,” added Bob Lothenbach, Founder of Imagine!. “Combining our resources and talents will provide all of our customers with access to a wider, more sophisticated array of services and capabilities.”

The transaction, which is subject to customary closing conditions, is expected to close in the third quarter of 2016.

New Direction Partners acted as financial advisor to Midnight Oil in the transaction. RBC Capital Markets and Societe Generale and their affiliates have underwritten and will arrange first lien financing in connection with the transaction. Buchalter Nemer LLP is serving as legal counsel to Midnight Oil. Paul, Weiss, Rifkind, Wharton & Garrison LLP is serving as legal counsel to Imagine!.



### **About Midnight Oil**

Midnight Oil is a dynamic marketing agency dedicated to creating meaningful connections through experiences that inspire. A team of strategic thinkers, creative artists and expert craftsmen, Midnight Oil takes seriously its role as brand caretakers and culture-makers.

Leveraging its nearly 40-year history with a diverse team of premium talent and state-of-the-art workshop, Midnight Oil has earned a reputation as premier thought partners their clients can trust. Headquartered in Burbank, California, the Midnight Oil team consists of over 250 agency professionals and partners with clients such as Disney, Netflix, Sony Pictures Television, Microsoft, Warner Bros., Activision, EA, and Universal Pictures, among others.

Midnight Oil has received numerous accolades from the CLIO Key Art Awards, Game Marketing Awards, OMA Awards, Effie Awards, the Golden Trailer Awards, and more.

For more information visit [www.moagency.com](http://www.moagency.com) or call 818.295.6100.

### **About Imagine! Print Solutions**

Imagine! is North America's leading provider of visual marketing products for Retailers, Quick Serve and Fast Casual Restaurants, CPG companies and more. The company's retail and brand-based marketing services breadth is unparalleled, enabling Imagine! to execute recurring, large scale point-of-purchase/point-of-sale displays and in-store signage campaigns. Imagine!'s single-source capabilities include design, campaign production, kitting and fulfillment. Proprietary, technology based services enable Imagine! to streamline customers' traditional, complicated supply chains to enhance quality, improve speed-to-market and lower total costs. Fortune 500 companies, Fortune 1000 retailers, quick-serve restaurants, convenience stores and branded consumer goods companies depend on Imagine!'s customer-integrated store profiling, kitting, merchandising, inventory management and on demand e-commerce services to execute mission critical in-store campaigns. Imagine! was founded in 1988 and is based in Minneapolis, Minnesota. Learn more and be inspired at [DiscoverImagine.com](http://DiscoverImagine.com).

### **Forward-Looking Statements**

Statements included herein may constitute "forward-looking statements", which relate to future events, the future performance, or financial condition of Imagine!. These statements are not guarantees of future performance, condition, or results and involve a number of risks and uncertainties. Actual results and condition may differ materially from those in the forward-looking statements as a result of a number of factors.

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