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CapitalValue Advisors Represents Retailer Web Services in its Investment from Nationwide Marketing Group

CapitalValue Advisors ("CVA") is pleased to announce an investment in Retailer Web Services ("RWS") by Nationwide Marketing Group ("Nationwide"). Founder and CEO, Jim Kane, and the RWS management team will remain in their executive leadership positions and retain a significant equity stake in the business.

“ Jim and the team at RWS have developed market-leading solutions for retailers to maximize their return on digital marketing, and the long-term partnership between Nationwide and RWS provided a great foundation for Nationwide’s investment. We are grateful for the opportunity to work with RWS and Nationwide and know that RWS will continue to grow and expand its portfolio of solutions with Nationwide’s investment and involvement going forward,” said Chris Younger, Managing Director for CVA.

“ We have been part of the Nationwide family for over 15 years, working closely with Nationwide to drive the adoption of new technologies focused on the needs of independent retailers. Nationwide’s investment in RWS will enable us to better equip Nationwide members and vendors with the digital marketing tools and technologies they need to succeed in today’s retail environment,” said Jim Kane, CEO of RWS.

Jim also noted, “Working with CVA was simply fantastic – we could not have asked for a better experience, or for more involved and capable advisors. From our initial phone call through closing, the CVA team was there every single step of the way. Chris, Aaron, and the rest of the CVA team are simply peerless in their field.”

“ Coupled with our acquisition of SiteOnTime in late 2017, RWS has the ideal solutions to build out Nationwide’s digital platform, which will create the very best ‘business in a box’ option for independent retailers of appliances, electronics, furniture, and mattresses,” said Sean Crane, an executive for Nationwide.

Founded in 2006, Retailer Web Services is the market leader in website and sales solutions for independent retailers of appliances, mattresses, and furniture. RWS offers four main solutions: WebFronts, WebFronts Review, RetailDeck, and a new digital advertising platform known as AdRocket. For more information, www.retailerwebservices.com.

The transaction was closed on March 9, 2018. Ropes & Gray served as legal counsel to Nationwide, and Koenig, Oelsner, Taylor, Schoenfeld & Gaddis served as legal counsel to RWS.

For more information about the transaction, please contact Chris Younger at **(303) 243-5601** or chris@capitalvalue.net.

CVA

CVA, a member of FINRA, provides middle-market investment banking services, including mergers and acquisitions advisory, corporate advisory, business valuation and private capital raising services. For more information, visit www.capitalvalue.net.

Nationwide Marketing Group

Nationwide Marketing Group is North America's largest buying and marketing organization serving the appliance, furniture, and electronics industries. Nationwide serves over 5,300 members and approximately 14,000 storefronts whom generate an estimated \$18.5 billion in annual sales.

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