

**Westfield, Indiana (August 5, 2019)** — EastPoint Sports Ltd., LLC (“EastPoint”), a Mason Wells Buyout Fund IV, LP portfolio company, announced today that it has closed on the acquisition of Wild Sales, LLC (dba Wild Sports). The transaction combines North America’s leading supplier of tailgate games with the leading supplier of home recreational sporting goods.

Wild Sports designs, sources, and distributes licensed and branded tailgate games, lawn games, and tabletop games. The company sells through sporting goods, e-commerce, mass, and specialty retail channels. Owned brands include KanJam and Proline Tailgating. Wild Sports is also a licensee for the NFL, MLB, NHL, and over 350 colleges. The company was founded in 2004 by members of management, who recapitalized the business in 2017 with investments from Centerfield Capital Partners, Cardinal Equity Partners, and Expedition Capital Partners. Certain selling shareholders reinvested proceeds into EastPoint. Wild’s management team will remain involved in helping build the newly combined businesses.

“Wild Sports’ tailgate games, lawn games, and tabletop games are a great fit for the growing home recreational sporting goods market that EastPoint serves,” said Mike Nally, Chief Executive Officer and President of EastPoint. “The addition of their branded and licensed products to our already broad product line offers retailers, E-tailers, and consumers a single source for indoor and outdoor fun.”

“Mason Wells was pleased to support EastPoint in its acquisition of Wild Sports,” said Chris Pummill, a Director of Mason Wells. “The acquisition fits perfectly with EastPoint’s strategy of acquiring complementary product lines and expanding its e-commerce presence.”

### **About Wild Sports**

Based in Westfield, Indiana, Wild Sports is a leading supplier of licensed and branded tailgate games, lawn games, and tabletop games. The company sells through sporting goods, e-commerce, mass, and specialty retail channels. Owned brands include KanJam and Proline Tailgating. Wild Sports is a licensee for the NFL, MLB, NHL, and over 350 colleges. For more information, please visit the Wild Sports website at [www.wildsports.com](http://www.wildsports.com).

### **About EastPoint Sports**

Based in Succasunna, New Jersey, EastPoint designs, sources, and distributes indoor and outdoor home recreational sporting goods. With an office in Shanghai, China and 3PL facilities in California and Ontario, Canada, the company sells through retail and e-commerce channels. Owned and licensed brands include Go! Gater, Majik, Rec-Tek, Classic Sport, Narwhal, NHL, HEAD, and PENN. For more information, please visit the EastPoint website at [www.eastpointsports.com](http://www.eastpointsports.com).

### **About Mason Wells**

Mason Wells is a leading Midwest-based private equity firm with approximately \$1.0 billion in assets under management across its current private equity funds. Mason Wells is currently investing out of Mason Wells Buyout Fund IV, a \$615 million fund. Since Mason Wells was formed in 1998, its buyout funds have invested in four specific industry sectors: Consumer



Packaged Goods, Outsourced Business Services, Engineered Products & Services, and Packaging Materials & Converting. For more information related to Mason Wells, please visit the firm's website at [www.masonwells.com](http://www.masonwells.com).