

CONFIDENTIAL

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**ICV PARTNERS ANNOUNCES INVESTMENT IN LEADING RESPONSE**

*New Partnership Sets the Stage for LeadingResponse's Next Phase of Growth  
In the Client Acquisition Services Industry*

TAMPA, FL, May 9, 2017 -- ICV Partners, LLC, a leading investment firm focused on middle market companies, announced today its investment in LeadingResponse, a client acquisition and lead generation specialist to professional service firms. Terms of the transaction were not disclosed.

Founded in 1995, LeadingResponse offers technology enabled, data-driven client acquisition services to professional services end markets. Headquartered in Tampa, FL and with operations in Plano, TX, the company has annual revenues of approximately \$70 million and employs 150 people.

Lloyd Metz, Managing Director of ICV Partners, said, "Leading Response, under CEO Charles DallAcqua's leadership, has become more focused and results oriented driving an improvement in the customer experience as well as the bottom line. The Company has built strong capabilities to target high quality client prospects which helps its customers meet their sales goals. ICV Partners is excited to work with the Company's founder Jorge Villar, Charles and his leadership team to build upon LeadingResponse's market position and to expand into other attractive market segments."

Charles DallAcqua, CEO, LeadingResponse, said, "ICV's focus on successful middle market companies like ourselves makes them our ideal investment partner. Their capital and track record in taking business service companies to the next level, sets the stage for LeadingResponse's next phase of growth and creating new opportunities for our employees and clients overall. We have plans to grow through both organic growth initiatives and targeted acquisitions."

"Our goal remains to expand LeadingResponse's position as the professional services industry's go-to provider of client acquisition services. We are dedicated to continuing our record of delivering highly customized, high-quality services to entrepreneurial attorneys and financial advisors who value our innovative, cost-effective solutions. We are adding meaningfully to our sales force and increasing our customer care group to improve the service we give our customers and to support our near-term growth. We have recently entered the senior living market place and are seeing our clients experience higher quality inquiries that exceed our expectations. We are very excited about our future with ICV as our capital partner," DallAcqua added.

Willie E. Woods, President of ICV Partners, said, "Our investment in Leading Response is another example of where we see a unique opportunity to work with a CEO who has a clear vision and the drive to grow their company. Business services is a sector we know well and LeadingResponse is a classic ICV investment."

DLA Piper was legal advisor to ICV Partners. Lincoln International acted as financial advisor and Honigman Miller Schwartz and Cohn was legal advisor to Leading Response.

**About ICV Partners**

Founded in 1998, ICV Partners is a leading private investment firm that supports management leaders of strong middle market companies. Over its first three funds, the principals of ICV have crafted a strong track record of helping companies expand their footprint and improve performance over the long term and across a variety of industries. Additional information is available at [www.icvpartners.com](http://www.icvpartners.com).

**About LeadingResponse**

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