

Megan Effertz
[Archway](#)
megan_effertz@archway.com
763.488.6814

Danielle Janis
[Archway](#)
danielle_janis@archway.com
763.488.6839



Archway Acquires Synq Solutions *Expands Leadership Role in Marketing Logistics & Fulfillment*

ROGERS, MINN. (February 21, 2012) – [Archway](#), a leader in [marketing logistics and fulfillment services](#), announced today that it has acquired [Synq Solutions, Inc.](#) (Synq). Synq is a privately held provider of marketing fulfillment and print management services with operating facilities in the Atlanta and Las Vegas metropolitan areas. Terms of the transaction were not disclosed.

“Acquiring Synq is another significant step towards achieving Archway’s vision of becoming the leading provider of marketing logistics and fulfillment services in North America,” said Clay Perfall, chief executive officer of Archway. “Synq has established itself as a leading service provider to the technology/communications, quick service restaurant, fast casual, and retail industries. We have long admired the proprietary digital print and workflow management solutions that Synq created to serve franchised and multi-location retail business models.”

This transaction represents the third acquisition Archway has completed since July 2009. On a combined basis Archway and Synq support the in-store marketing and prepaid card logistics needs of over 400,000 retail and casual dining locations.

“We were attracted to Synq because they share the common values of providing outstanding client service and pursuing continuous improvement,” explained Mike Moroz, president of Archway. “We look forward to combining Synq’s capabilities with those of Archway to develop an even more compelling value proposition for the clients we each serve.”

Synq’s “Intelligent Profiling” solutions have propelled their growth as leading marketers continue to look for ways to become more efficient and reduce waste in their marketing supply chains. Synq’s impressive client roster includes category-leading marketers such as AT&T, Hardee’s, Carl’s Jr. and Burger King.

“Joining the Archway team will provide us with deeper resources, broader industry solutions and greater economies of scale,” said Mike Snyder, former chief executive officer of Synq. “This is a highly complementary combination that will benefit our clients and our associates.” Snyder has joined the Archway executive team as senior vice president and general manager with ongoing responsibility for Synq’s former operations and clients.

Megan Effertz
[Archway](#)
megan_effertz@archway.com
763.488.6814

Danielle Janis
[Archway](#)
danielle_janis@archway.com
763.488.6839



The combined organization operates 4 million square feet of warehouse and production facilities in 14 metropolitan areas across the U.S. and Canada, and employs over 1,800 associates serving leading brands in the technology/communications, food and beverage, retail, consumer products, quick service restaurant/fast casual dining, life sciences, prepaid card, automotive, financial services, and publishing industries.

About Archway:

Archway is a leading provider of [marketing logistics and fulfillment services](#). Archway's solutions include fulfillment services, vendor management, digital print, print management, transportation management, consumer promotions, business intelligence and decision support. Each solution is designed to reduce the cost of marketing logistics, improve marketing execution and enhance the brand experience at every touch point of their clients' marketing initiatives. Archway has been ranked on the Inc. 500|5000 list of the fastest growing private companies for three consecutive years. Archway has approximately 1,800 employees and operates 4 million square feet of distribution space in 14 major metropolitan areas in North America. Archway's growth has been fueled by capital funding provided by Tailwind Capital and Black Canyon Capital. For more information visit www.archway.com.

About Tailwind Capital:

Tailwind Capital is a leading private equity firm investing in growth-oriented middle market companies in business and communications services and healthcare. Tailwind partners with management teams to build value through internal growth, acquisitions, and operational and strategic developments. The firm currently has over \$1 billion under management. Representative investments include TowerCo (wireless infrastructure), Apex Companies (Environmental Services and Consulting), VersaPharm (Generic Pharmaceuticals), Archway (marketing logistics), Trover Solutions (insurance services), SDI Health (healthcare data analytics) and Optimal Solutions (IT services). For further information, please visit: www.tailwind.com.

About Black Canyon Capital:

Black Canyon is a Los Angeles-based private capital firm focused on investing in control and non-control private equity and structured debt financings. Since its inception in September 2004, Black Canyon has completed more than \$1 billion of equity and debt investments. More information can be found at www.blackcanyoncapital.com.

###