

NEWS RELEASE
FOR IMMEDIATE RELEASE
March 29, 2017

Advocate Solutions Receives Strategic Investment from TZP Growth Partners

Columbus, OH – Advocate Solutions, a leading provider of strategic advisory, project and risk management, and unified communications consulting services to state and local governments, announced that it has received an investment from TZP Growth Partners I, L.P. (“TZP Growth”), a private equity fund focused on investments in growing business and consumer services companies and part of the TZP Group family of funds.

Founded in 1995, Advocate Solutions offers a wide variety of management and technology services to multiple agencies across state and local governments. The company’s highly-trained and experienced consultants deliver the successful implementation of high profile, mission critical projects to a wide client base in the Midwest and select clients nationally.

“Advocate’s dedication to serving its clients in a timely and professional manner positions the business well for growth within the public sector,” said TZP Growth Partner, Bill Hunscher. “We are excited to partner with the management team and look forward to continuing to grow Advocate’s business and deliver valuable services to its clients.”

In conjunction with the recapitalization, Rex Plouck will be promoted to Chief Executive Officer of Advocate Solutions, effective immediately. “This partnership enables us to take the next step in our company’s expansion plan as it will facilitate our ability to recruit top-tier talent and expand the breadth of the company’s services,” said Plouck. “We are highly impressed with TZP’s commitment to serving as a “Partner of Choice” and maintaining a Code of Values that mirrors and supports the mission and vision of our company. We look forward to a great long term partnership with TZP Growth.”

About Advocate Solutions

Founded in 1995, Advocate Solutions is a Columbus, OH-based provider of mission critical management and technology services to the public sector. For more information, please visit <http://teamadvocate.com>.

About TZP Group LLC

TZP Group, a private equity firm with assets under management of more than \$700 million across its family of funds, is focused on investments in business and consumer services companies. Founded in

2007, TZP targets companies with solid historical profitability and sustainable value propositions and aims to be a "Partner of Choice" for business owners and management teams. TZP seeks to invest primarily in closely-held, private companies where the owners desire to retain a significant stake and partner with an investor with complementary operating and financial skills to accelerate company growth, increase profitability, and maximize the value of their retained stake. TZP leverages its investment professionals' operating and transaction experience to provide strategic and operational guidance, and is dedicated to long-term value creation. For more information, please visit www.tzpgroup.com.