

***NEWS RELEASE***  
**FOR IMMEDIATE RELEASE**  
**March 1, 2018**

**FreshAddress Receives Strategic Investment from TZP Growth Partners**

**Newton, MA** – FreshAddress, a leading provider of technology-enabled email marketing solutions, announced that it has received a strategic 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 1999 and headquartered in Newton, MA, FreshAddress is a leading provider of proprietary, data-driven, email solutions for digital marketers. Leveraging its technology, proprietary intellectual property portfolio, and extensive knowledge and history in the space, FreshAddress offers a comprehensive suite of industry leading solutions that help its clients build, clean, and update their email marketing databases.

“FreshAddress’s experienced management team, compelling value proposition, and superior solution set supported by propriety technology and rich data, positions the business for continued growth in the email marketing industry,” said TZP Growth Partner, Rodney Eshelman. “We are excited about our partnership with Bill Kaplan, Austin Bliss, and the management team and we share their deep commitment to providing customers with superior email database solutions.”

“TZP’s investment accelerates our ability to invest in technology, human capital, and systems as well as expand the breadth of services we offer to our customers,” said Bill Kaplan, CEO. Austin Bliss, President, commented, “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 FreshAddress**

FreshAddress is an email marketing intelligence company that helps businesses clean, correct, grow, and leverage their email lists for maximum return on their investment. Service offerings include industry-leading, patented Email Change of Address (ECO) service, SafeToSend® Email Validation, and a full suite of appending services. For more information, please visit [www.freshaddress.com](http://www.freshaddress.com).

## **About TZP Group**

TZP Group, a private equity firm with assets under management of more than \$1.3 billion 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 investment experience to provide strategic and operational guidance and is dedicated to long-term value creation. For more information, please visit [www.tzpgroup.com](http://www.tzpgroup.com).