



COMPANY BACKGROUNDER

Sector:	Private Equity Investments
Investment Target:	Mid-Market U.S. based growth companies
Business Summary:	<p>Najafi Companies acquires mid-market companies up to \$1 billion with significant growth potential in various market segments within the United States. Najafi Companies funds investments with internally generated capital, not through a fund. Free from the restrictions of a fund, the firm is able to move quickly and decisively when investing, and with no requirements to return capital to outside partners, Najafi Companies is able to make investments that create maximum value for the long term.</p> <p>Najafi Companies identifies under-valued companies and industries, and employs capital infusion to fulfill growth initiatives, develop product brand identity, and establish sustainable competitive advantage. The acquisition philosophy is driven by significant research and evaluation to identify businesses that have the potential for superior long-term financial performance.</p> <p>Najafi Companies analyzes businesses based on their potential for long-term growth and market leadership. These companies are managed by world-class management teams and have the potential through organic growth and acquisitions to be industry leaders within five to ten years.</p>
Executive Team:	<p>Jahm Najafi, Chief Executive Officer Peter Woog, Partner Jerry Pence, Partner Tina Rhodes, Chief Financial Officer</p>
History:	Najafi Companies has been in business since 2002 and originally operated as a division of the real estate investment company, Pivotal Group.
Operating Investments:	<p>Najafi Companies presently has several operating investments, including Innovative Brands and Direct Brands. Innovative Brands is a consumer products company, acquired in 2006, focused on purchasing brands that no longer fit the strategic direction of their large corporate owners. It currently manages and markets the Pert Plus and Sure brands in the United States, Canada, Puerto Rico and the Caribbean.</p> <p>Direct Brands is one of the largest direct-to-consumer distributors of media products in the United States. The company is home to music, DVD and book club brands such as BMG Music Service, Columbia House DVD, BOMC@.com, Doubleday Book Club, and Book of the Month Club as well as a number of special interest and lifestyle book clubs.</p>
Previous Investments:	Najafi Companies had many previous investments, including Network Solutions and St. Regis and Century Plaza Hotels in Los Angeles.