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NEWS RELEASE

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REP FIRM FREY GAEDE ACQUIRES MINNEAPOLIS-BASED CONTRACT FURNITURE REP GROUP

MINNEAPOLIS, MN— Manufacturers representative firm Frey Gaede is pleased to announce the acquisition of The Rep Group, headquartered in Minneapolis, MN. The acquisition is effective July 1, 2017.

The Rep Group has been focused on contract furniture since 1954. Scott Hiltgen and his Team have been covering the upper Midwest states, including MN, ND, SD, IA and KS. Hiltgen will take a leadership role with Frey Gaede relating to the furniture manufacturers and dealers in these markets. He will work closely with the current Frey Gaede Team to insure deep and experienced coverage in the furniture area.

Frey Gaede continues to expand their coverage model by adding resources that benefit the manufacturers and dealers. Frey Gaede has four owners: Jim Gaede, John Frey Jr., Todd Gaede and Gary Brusa. They are one of the largest manufacturing rep organizations in the country with representatives covering twenty-five states. The consolidation of branding into Frey Gaede corresponds with the company's 69th year in business.

“We believe bringing The Rep Group and their reps into our family is a great fit for our manufacturers and customers”, commented John Frey. “It will allow us to provide furniture specialists in specific markets and categories. It also provides for deeper coverage to the wholesalers, dealers and consumers in these important Mid-Western states. As our industry evolves, we will continue to strengthen our company to better serve the market.”

Added Hiltgen, “By combining our resources and the synergy of our new line package we will be able to provide our clients better profit potential. The additional personnel will provide better coverage for our manufacturers and greater market penetration. Rep Group is proud to be associated with such a great organization.”