



is Proud to Announce

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MHT MidSpan is proud to announce that ATA Retail Services (“ATA”) has merged with LaMi Products, Inc. (“LaMi”), a leading provider of impulse programs to grocery and other retail channels in the U.S., and a partner company of Lariat Partners. The newly combined entity is the leading provider of sourcing, fulfillment and merchandising labor of impulse programs to retailers in North America. MHT MidSpan served as exclusive advisor to ATA in this transaction.

ATA, founded in 1991, reinvented merchandising strips and J-hook impulse merchandising through its proprietary systems, processes, and in-store service offerings and has retail stores in the United States and Canada. The company operates distribution centers with over 180,000 square feet of space in Nashville, Tennessee and Hayward, California.

Ty Bennett, CEO of ATA, states “The team is excited for the combined company’s next phase of growth. With a high-tech automated warehouse, new mobile technology and an experienced field team, we will be able to provide continued superior customer service and the most comprehensive suite of solutions to retail customers across North America. MHT MidSpan’s knowledge of the market and deal process led us to this very successful end. We’re very grateful for the integral part they played in this transaction.”

“The partnership with Lariat provided the necessary growth and strategic insight to complete a true merger of equals. In 2015, LaMi invested in a new, state-of-the-art automated warehouse and brought its Asian sourcing partner in-house. Coupled with planned investments in new mobile technology uniting the combined 2,200 field merchandisers, this transaction will allow our merged entity to further provide an enhanced customer experience,” said Michael Dion, CEO of LaMi.

“This transaction is incredibly impactful for the combined company’s client base and the industry, in general, in that it joins expertise and resources from two highly respected industry leaders allowing for the most robust merchandising solution in the market. It was an honor working with the ATA team, and we look forward to their continued success in the years ahead,” adds Patrick Crocker, Managing Director, MHT MidSpan.

The MHT MidSpan team was led by [Patrick Crocker](#), [Craig Lawson](#) and [Tara Smith](#).

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