



Media Contact:

Sunny Flynn
Product Analyst/Marketing Manager
Wismarq Industries, LLC
Sunny.Flynn@Wismarq.com
740-705-1622

FOR IMMEDIATE RELEASE

Wismarq Advances with Strategic Acquisition of Prior Coated Metals, Inc.
Capabilities, Footprint and Capacity Expand as Part of Disciplined Growth Strategy

OCTOBER 24, 2016 (PITTSBURGH, PA) – Wismarq Industries, LLC (“Wismarq” or the “Company”), a leading provider of coil coating services for metal products, is pleased to announce the acquisition of the assets of Prior Coated Metals, Inc. (“Prior Coated Metals”). Headquartered in Allentown, PA, Prior Coated Metals is a leading producer of pre-painted steel and aluminum products, with a reputation for quality and service earned during its 50-year operating history. As part of the transaction, the Prior Coated Metals operation will be renamed Wismarq Allentown, LLC (“Wismarq Allentown”).

The Prior Coated Metals acquisition will increase Wismarq’s gauge range capability for a broad offering of applications, bolster the Company’s geographical footprint into the Northeast corridor, and provide additional value-added downstream processing and precision slitting capabilities. Now the third largest independent coil coater in the nation with six continuous production lines, Wismarq continues to execute upon its strategic vision to broaden both its geographic footprint and processing capabilities to better service its diverse, multi-regional customer base.

“The addition of the Prior Coated Metals assets to the Wismarq portfolio is perfectly timed to elevate and sustain the positive momentum we have created in 2016,” says Jim Dockey, Wismarq’s Chief Executive Officer. Wismarq Allentown will provide a continued catalyst for the disciplined growth strategy our Company has pursued in the past year. The expanded geographical footprint, complimentary capabilities, and incremental capacity of Prior Coated Metals will allow us to broaden our market presence, while offering an even greater value proposition to our highly valued customers.”

Matt Homme, managing director of Peninsula Pacific, which holds a majority interest in Wismarq, adds, “We believe that Prior Coated Metals is a transformative acquisition for the Company as it continues to successfully execute upon its strategic plan. Peninsula Pacific looks forward to continuing to support the outstanding Wismarq team as the Company expands upon its strong presence in the coil coating industry.”

About Wismarq Industries, LLC

Since 1982, Wismarq has been a trusted American source for quality coil coated steel and aluminum. With five facilities strategically located near Milwaukee, Chicago, Pittsburgh, Philadelphia and Memphis, Wismarq differentiates itself by offering a broad range of aluminum and steel coil coating services to the industry, across six distinctly different coating lines. Wismarq works with customers in diverse markets to offer industry specific services including wide and narrow coil coating, printing, slitting and embossing for a diverse range of building products, transportation, automotive, signage and lighting end markets.

About Peninsula Pacific

Peninsula Pacific is a Los Angeles-based investment holding company that provides capital to solve the commercial and liquidity needs of durable middle-market businesses serving consumer and industrial end-markets. The firm works flexibly in both control and non-control investments, with a willingness to invest in equity, debt or structured securities. For further information about Peninsula Pacific, please visit www.peninsulapacific.com.