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**FOR IMMEDIATE RELEASE**

## **Sen. Richard Burr Visits Inmar**

*Inmar CEO David Mounts: "Private equity has positioned us as a stronger, more innovative company, able to compete over the long-term."*

**WINSTON-SALEM, NC., April 3, 2013** – Today Senator Richard Burr (R-NC) visited Inmar at their corporate headquarters in Winston-Salem, North Carolina. Inmar operates intelligent commerce networks that deliver value and insights for billions of complex transactions, including promotion, supply chain and healthcare. In doing this, Inmar enables trading partners to be more responsive to the shopper and more effective in commerce. Inmar managed 3.5 billion commerce transactions last year.

"Investment in innovation is a fundamental ingredient to long-term economic growth and job creation," said Senator Burr. "I am glad to have the ability to tour Inmar's facility and hear about their vision for the future."

Since partnering with private equity firm New Mountain Capital in 2007, Inmar has made significant investments in innovation, resulting in growing its revenues and its workforce. Over the course of ownership, New Mountain Capital helped Inmar invest more than \$100 million to advance its information technology infrastructure and increased employment by 859 jobs or 24 percent. Employing more than 4,200 people worldwide, Inmar was recognized as the 2011 and 2012 Best Large Company in the Triad. In 2012, Inmar was also recognized as the New Idea Company.

"Inmar's partnership with New Mountain Capital has allowed us to make key investments in innovation and grow our company," said Inmar CEO David Mounts. "Private equity has positioned us as a stronger, more innovative company, able to compete over the long-term."

As part of an ongoing program to introduce lawmakers to private equity-backed businesses in their districts, the Private Equity Growth Capital Council (PEGCC) arranged for Sen. Burr to meet Inmar employees and tour its facility. The PEGCC launched a website, (<http://www.PrivateEquityAtWork.com>), to highlight the productive role that private equity plays in the U.S. economy. In 2011 alone, private equity firms invested nearly \$144 billion in U.S.-based companies. Private equity firms invested an estimated \$47.2 billion in North Carolina-based companies over the last 10 years, and there are approximately 359 private

equity-backed companies in the state. These companies employ 183,800 people at all their facilities, including those outside North Carolina.

“This is yet another example of how private equity continues to play a powerful role in strengthening businesses in every state and every Congressional district,” said Steve Judge, PEGCC president and CEO. “North Carolina has been the beneficiary of tens of billions of dollars in private equity investment, and because of this, companies like Inmar continue to grow.”

Last summer, Inmar was featured in a [video case study](#) produced for the PEGCC’s [Private Equity at Work](#) initiative.

### ***About Inmar***

Inmar is a technology company that operates intelligent commerce networks. Our platforms connect offline and online transactions in real time for more than 1700 leading retailers, manufacturers and trading partners who trust Inmar to securely manage billions of dollars in transactions. Our Promotions, Supply Chain and Healthcare platforms enable commerce, generate meaningful data and offer growth-minded leaders actionable analytics and execution with real time visibility. Founded in 1980, Inmar is headquartered in Winston-Salem, North Carolina with more than 4,200 employees across the United States, Mexico and Canada.

For more information about Inmar’s products and services, please contact 866-440-6917 or visit [www.inmar.com](http://www.inmar.com).

### ***About Private Equity at Work***

Private Equity at Work is an initiative by the Private Equity Growth Capital Council aimed at educating media, policy makers and the public about the private equity industry and its positive contributions to the American economy. The campaign is anchored by a website and resource center, (<http://www.PrivateEquityAtWork.com>), and features educational content, industry data and an in-depth look at specific private equity investments that are driving growth and creating jobs.

### ***About the Private Equity Growth Capital Council***

The Private Equity Growth Capital Council (PEGCC) is an advocacy, communications and research organization and resource center established to develop, analyze and distribute information about the private equity and growth capital investment industry and its contributions to the national and global economy. Established in 2007 and formerly known as the Private Equity Council, the PEGCC is based in Washington, D.C. The members of the PEGCC are the world’s leading private equity and growth capital firms united by their commitment to growing and strengthening the businesses in which they invest. More information about the PEGCC can be found at (<http://www.pegcc.org>).

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