



### **CCA Global Partners At a Glance:**

- Executive Management: Co-Founder, Chairman and Co-CEO Howard Brodsky.  
Co-CEO Rick Bennet
- More than 2,700 member locations worldwide.
- Corporate headquarters are in Manchester, NH and St. Louis, MO.
- Corporate website: [www.ccaglobal.com](http://www.ccaglobal.com)
- Privately held by approximately 750 shareholders.
- Structured into 14 affiliate companies.
- Located in United States, Canada, Australia, and New Zealand.

### **Company Overview:**

By providing access to innovative products, systems and services, CCA Global gives independent businesses a competitive edge while allowing them to maintain their identities.

With more than \$10 billion in aggregate gross sales and more than 100 consecutive quarters of profitability, CCA Global Partners is a formidable leader in the retail industry. CCA Global's unique business model has a proven track record of empowering thousands of entrepreneurs to succeed in a marketplace that is presently impacted by widespread consolidation.

Today, more than 2,700 retail stores in the United States and abroad benefit from CCA Global's business leadership through its 14 different affiliate companies. CCA Global retailers are currently engaged in four major industries: flooring, lighting products, biking and nonprofit.

### **Realizing the Vision:**

Alan Greenberg and Howard Brodsky founded CCA Global Partners in 1984 with an ambitious vision in mind—to be a major force in the floor covering market by creating a unique solution that would enable independent flooring retailers to operate profitably in an increasingly competitive marketplace, while maintaining their autonomy. Greenberg and Brodsky launched Carpet One Floor & Home as the first (and still largest) unit of this pioneering organization. CCA Global then expanded into other industry niches, including luxury flooring, outlets, and the trade professional market.

Following the success and dramatic growth of its floor covering companies, CCA Global Partners expanded its original vision and applied its winning business model to other industry categories, including lighting, and biking.

### **A Unique Business Model:**

The business model that Greenberg and Brodsky developed empowers thousands of entrepreneurs to succeed in a marketplace increasingly impacted by consolidation. CCA gives a competitive edge to independent business owners and entrepreneurs by giving them access to innovative products, systems and services, while maintaining their unique identity.

### **The Power To Do More:**

Our continuously evolving business model offers independent businesses an array of tools to maximize operational efficiencies and achieve sustainability. Entrepreneurs benefit from CCA Global's economies of scale and enormous buying power. The superior benefits that CCA Global delivers include:

- Lower buying and operating costs
- Expert marketing programs
- Retail brand building
- Exclusive brands
- Proprietary warranty programs that are best-in-class in each respective industry
- National brand advertising and public relations
- Fully-integrated display and merchandising programs
- Common operating systems
- Freight programs
- Insurance and financing programs
- CCA Global University, a comprehensive, results-oriented corporate training department offering management, leadership, sales and product education
- Web services, including web sites, intranet and information sharing

### **CCA Global Affiliates**

CCA Global Partners is comprised of the following affiliate companies:

#### *Carpet One Floor & Home<sup>®</sup>*

The first and largest CCA Global company with more than 1,000 full-service specialty stores in every U.S. state, Canada, New Zealand and Australia. Full-service showrooms feature carpet, area rugs, vinyl, ceramic tile, hardwood flooring, laminates, exotic woods, cork, and bamboo. Carpet One Floor & Home members in the aggregate are the largest in the industry and sell more floor covering than any other retailer or group.

#### *Flooring America<sup>®</sup> & Flooring Canada<sup>®</sup>*

Flooring America and Flooring Canada are among the fastest-growing retail cooperatives in North America. Members are full-service floor covering retailers with more than 550 independent stores in the U.S. and Canada offering all types of flooring, including proprietary brands and a large mix of hard surface flooring.

### *ProSource® Wholesale Floorcoverings*

ProSource locations are the largest and fastest-growing wholesale flooring resource in North America with more than 160 franchise showrooms open to trade professional members only. There are 295,000+ ProSource members including builders, interior designers, architects, and contractors.

### *The Floor Trader®, Stone Mountain's Flooring Outlet®, and GCO Flooring Outlet®*

Combining warehouse-like design with no-frills product presentation, The Floor Trader, along with Stone Mountain and GCO stores, cater to the DIY consumers and provide a high-speed, high-touch environment where customers have immediate access to the best values in retail flooring.

### *International Design Guild®*

The Guild is the only luxury flooring alliance in the country, and as a result, its members offer buyers not only the best of the best flooring products, but the best of the best shopping experience. With more than 100 member locations in North America, the Guild is exclusively targeted to interior designers and sophisticated consumers.

*FEI Group* is a major presence in the single and multifamily construction industry, with three leading businesses: Home Solutions® by FloorExpo, MultiFamily Solutions® by Floor Expo, and KBx America's Cabinet Experts®. FEI Group operates in the top 75 national builder markets.

### *Magnus Anderson Master Floor Refinishers™*

Catering to the mid-to-high-end market, Magnus Anderson provides unmatched home care products and services for consumers and businesses seeking single-room to complete-home floor refinishing, all done with maximum efficiency and virtually no disruption. Members of Magnus Anderson Master Floor Refinishers offer a dust-free, virtually toxin-free hardwood refinishing process, performed by highly-trained, certified master craftsmen.

### *Lighting One™*

Lighting One members' showrooms, catering to both the commercial and retail trades, collectively sell roughly half a billion dollars annually of high quality merchandise. Lighting One delivers exclusive products to customers and margins to its members' bottom lines. Aggregated, the members are the largest specialty lighting seller in the U.S.

### *The Bike Cooperative™*

The Bike Cooperative's nearly 300 specialty retailers have access to the most innovative, cost-saving marketing and training programs in the industry—everything to run their businesses smarter and easier. The Bike Cooperative enables its members to maximize their profits, while maintaining their unique business personalities. In a unique partnership, CCA Global also offers its services to Vision Fitness Authorized Retailers through CCA Sports Retail Services. Members of CCA Sports Retail Services have access to the operational programs CCA offers plus store-specific consultation.

### *BizUnite™*

With BizUnite, organizations now have a trusted, reliable and proven leader to deliver their affiliated businesses unbeatable savings while helping to streamline communication and increase participation. BizUnite provides organizations with a comprehensive, web-based solution to run a successful business by delivering considerable cost savings, marketing tools, and best practices.

### *CCA For Social Good*

Leveraging CCA Global's existing infrastructure and success formula, CCA For Social Good provides nonprofits with an all-in-one business toolkit of products and services that help them manage more effectively so they can focus their time, effort, and energy where it counts—on their missions.

### **Poised for Growth:**

CCA Global Partners has grown dramatically through its aggressive expansion, strategic acquisitions, partnerships, and investments. CCA Global will continue to expand by engaging new business owners while also looking at other retail or service industries that have the potential for growth and higher levels of profitability. Ideal industries are those that are fragmented with numerous small, independent specialty stores.

### **Corporate Social Responsibility:**

Good, responsible business is not only about providing value and quality. It is also about acknowledging the important role we play in the communities in which we do business. CCA Global Partners not only acknowledges this role, but makes it a priority to give back to the communities that are the root of our success.

In 2003, we held our first annual CCA Global Partners golf tournament. Renamed the Alan Greenberg Charity Golf Tournament to honor our late co-founder, this fundraising tradition has now raised nearly \$1 million for the Floor Covering Industry Foundation, which supports those in our industry who are in need of assistance due to unforeseen changes in their lives. Clearly, at CCA Global, giving back in a significant way is par for the course.

While we are proud to support our industry partners and supporters, we are also deeply committed to supporting causes that are important to our customers as well as our associates. Breast cancer awareness and research are high on our list and we've raised more than \$800,000 to support breast cancer awareness and research in the United States and Canada over the past five years.

CCA Global Partners understands our worldwide impact on the environment, which is why we have wholeheartedly embraced the "green movement" through the Green Select program. The Green Select program was designed to show members, franchisees and licensees the importance of championing green products, and to demonstrate how easy it is to make a difference by "going green" in everyday operations — reducing waste, conserving resources and increasing recycling.



Howard Brodsky is Co-Founder, Chairman, and Co-Chief Executive Officer of CCA Global Partners, one of the largest privately held companies in the United States. Brodsky, along with the founding team, is responsible for creating a cooperative retail powerhouse in the marketplace. CCA is comprised of 14 affiliated companies with aggregated sales in the billions.

Brodsky co-founded CCA Global Partners with fellow floor covering leader Alan Greenberg in 1984 with a vision to dominate the floor covering market by creating a unique solution that would allow independent carpet retailers to operate profitably in an increasingly competitive marketplace. Within just one year, Brodsky and Greenberg launched Carpet One Floor & Home as the first unit of CCA Global Partners. Initially, there were only 13 Carpet One Floor & Home members – today there are more than 1,000 locations.

A pioneer of the cooperative business model, Brodsky dedicated his career to helping entrepreneurs build successful businesses by providing the scale, resources and innovation that they needed to compete in an evolving marketplace. Brodsky had the vision to apply his successful business model to other industries. Today, CCA is comprised of 16 affiliated companies with aggregated sales in the billions: Carpet One Floor & Home, The FEI Group, Flooring America, The Floor Trader/Stone Mountain Flooring Outlet/GCO Flooring Outlet, International Design Guild, Lighting One, ProSource, Flooring Canada, The Biking Cooperative, Magnus Anderson, CCA For Social Good and BizUnite.

Brodsky began his entrepreneurial career when he joined the family business, Dean's Carpet in Manchester, New Hampshire, and quickly grew it into one of the largest carpet stores in New England. He helped to create the American Floorcovering Association, a national trade group now named the World Floor Covering Association, which has gone on to become the industry's largest advocacy organization representing floor covering retailers, manufacturers and distributors across the globe. He was elected president and later served as chairman.

Brodsky has been the recipient of many prestigious awards throughout his career including induction into the World Floor Covering Industry Hall of Fame, National Retailer of the Year by the National Congress of Floor Covering Associations, Retail Entrepreneur of the year from the international accounting and consulting firm Ernst & Young and the NASDAQ Stock Exchange and the Blue Chip Enterprise Initiative Award of the U.S. Chamber of Commerce. He has been named to *HFN's* "Power 100," a list of the top executives who influence the home furnishings industry, from Wal-Mart's Lee Scott to Federal Reserve Board Chair Alan Greenspan.

Brodsky's most recent accomplishment was his induction, along with co-founder Alan Greenberg, into the Cooperative Hall of Fame, established by the National Cooperative Business Association to recognize individuals and companies who make unparalleled contributions in advancement of the principles of cooperation in the United States.

Brodsky is Vice Chairman and on the board and executive committee of the Floor Covering Industry Foundation (FCIF), a charitable organization founded in 1980 with a mission to financially assist floor covering industry colleagues who experience catastrophic illnesses/injuries, severe disabilities, or other life-altering hardships.

Brodsky is the founder the Social Entrepreneurship Student Leadership program for high school and college students, which fosters social responsibility and community involvement. He also serves on the Board of Trustees of Southern New Hampshire University, the Board of the Palace Theatre in Manchester, NH, and the Board of the National Cooperative Business Association. In addition, he is Chairman of the New Hampshire Better Business Bureau.

In his “spare” time, Brodsky serves his community as a justice of the peace, performing wedding ceremonies. To date, he has a perfect record in this arena; the more than two-dozen marriages he has performed all remain intact.



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## Biography: Rick Bennet

Co-Chief Executive Officer

Rick Bennet is Co-Chief Executive Officer of CCA Global Partners, one of the largest privately held companies in the United States. A retail industry veteran, Bennet's experience spans domestic and international multi-unit businesses and complex organizations, generating annual revenues ranging from \$500 million to \$14 billion.

Prior to joining CCA Global Partners, Bennet was with the May Department Stores company for over 27 years. He rose to become President and CEO of Famous Barr Department Stores in St. Louis and later President and CEO of Kaufmanns—a \$1.5 billion division with 50 stores in Pittsburgh. Bennet ultimately became Vice Chairman of May, which operated 450 stores with revenues of \$14 billion.

Previously, Bennet was President and CEO of Direct Holdings Worldwide, an international direct marketing business with a variety of holdings including Lillian Vernon catalog and Time Life entertainment.

In addition, Bennet is on the Board of Directors of Drugstore.com, Vice Chairman of the Glacier National Park Foundation, and was an Adjunct Professor at The Olin School of Business at Washington University, where he led a new curricular effort in social entrepreneurship. He is also an industrial partner with Ripplewood Holdings LLC, a private equity firm with over \$10 billion under management through its portfolio of investments, which include holdings in manufacturing, direct marketing, media, and other industries.

Bennet is based out of CCA's corporate office in St. Louis, Missouri.



Sandy Mishkin is President of CCA Global Partners, one of the largest privately held companies in the United States. Mishkin's keen understanding of product development coupled with his merchandising prowess has allowed CCA to introduce exclusive products and brands that set the company apart from its competitors. He led the charge to win the exclusive rights to the much coveted Bigelow name—America's oldest and most respected carpet manufacturer. This venture proved to be a cornerstone of Carpet One Floor & Home's success. What's more, Mishkin was instrumental in forging the agreements giving Carpet One Floor & Home exclusive rights to the revolutionary Relax, it's Lees® brand as well as the driving force behind the industry's first no exclusion stain warranty—the Ultra25® Stain Technology, which boasts a 25-year warranty.

Prior to the inception of CCA Global Partners in 1984, Mishkin was Vice President of merchandising at Horizon Mills. He also served as Vice President of merchandising at Trend Mills and as a buyer specializing in floor coverings/furniture for E. J. Korvette.

Mishkin is also co-founder of the Scott G. Mishkin Foundation, to honor his son, Scott, who passed away in January 2001 after a long battle with desmoplastic small round cell tumor, a rare form of cancer. The foundation is currently developing a website to offer guidance to families who are dealing with a loved one recently diagnosed with a rare cancer. The organization also provides funding to Camp Sunshine, a camp for children with cancer.

Mishkin is also a Co-Chairman of the Anti-Defamation League (ADL). The New York City native is a graduate of New York University, where he earned a Bachelor of Arts degree in economics in 1962. He now resides in Atlanta.



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## Biography: Jim Acker

### Chief Financial Officer

Jim Acker is Chief Financial Officer (CFO) of CCA Global Partners, one of the largest privately held companies in the United States. Acker brings unparalleled commitment and dedication to his role as CFO that has been evident during the past 15 years that he has been with CCA. He manages all assets for the company to ensure maximum return for shareholders, and has responsibility for the Information Technology, Rebate, and Finance & Accounting functions. The vision and passion he brings to the position continues to support CCA's growth.

Prior to being named CFO, Jim served as Vice President of Corporate Accounting, where he was responsible for overseeing all aspects of CCA's budgeting, accounting and reporting programs. Acker's previous experiences include finance & accounting positions with a New Zealand based cooperative, Emerson Electric and Toastmaster, Inc.

Jim holds a Bachelors degree in Accounting from the University of Missouri-Columbia and is a certified public accountant. Acker is based out of the company's corporate offices in St. Louis, Missouri, where he lives with his wife and two children.



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## Biography: Bob Wilson

**Chief Administrative Officer**

Robert M. Wilson is Chief Administrative Officer of CCA Global Partners, one of the largest privately held companies in the United States. A seasoned executive and attorney, Wilson's diversified background gives him the expertise necessary to spearhead CCA's aggressive growth strategy to maintain its position as a retail cooperative powerhouse in the marketplace.

Prior to joining CCA, Wilson held executive management positions including president, CFO, and General Counsel for one of the leading furniture retailers in the United States. For sixteen years, Wilson was with the public accounting firm of Deloitte & Touche LLP, where he was a partner and managed two tax departments.

Wilson is based in CCA's offices in St. Louis, Missouri. He is past Committee Chairman of the American Bar Association, Dayton Bar Association, and Ohio Society of Certified Public Accountants. He is past President of the Downtown Dayton Association, Dayton Ballet Association, Dayton Chapter of the Ohio Society of Certified Public Accountants, and Dayton Performing Arts Fund Associate Board. He has been active in Rotary International.

Bob holds a B.S. from Miami University and a J.D. from Cleveland State University. He is a Certified Public Accountant and member of the Ohio Bar. Bob and his wife, Joli, have one son.



Charlie Dilks is Chief Product Officer for CCA Global Partners. As Chief Product Officer Dilks oversees the product development and delivery processes for CCA Global Partners' entire floor covering divisions. The role of Chief Product Officer requires historical knowledge of the industry, a global perspective, relationships that span retail, distribution and manufacturing, and an understanding of the unique mission of a buying cooperative.

Prior to this appointment, Dilks was Chief Operating Officer for Carpet One Floor & Home, North America's largest floor covering retailer, and President of Carpet One Floor & Home Canada. Like Carpet One Floor & Home in the U.S., Carpet One Floor & Home Canada is an industry leader in Canadian markets, providing consumers with a high level of products and services.

As Chief Operating Officer, Dilks has helped Carpet One Floor & Home grow into the single largest floor covering retailer and the seventh largest home furnishings retailer in the industry with more than 1,000 locations nationwide and sales of more than \$3.9 billion.

In 1997, Dilks joined the Carpet One Floor & Home team as President of Carpet One Floor & Home Canada and has helped lead the company to grow into the largest floor covering retailer in Canada. In his role of Chief Product Officer, he has helped the company expand its presence through a multi-faceted branding program that includes both store branding and marketing of proprietary flooring brands such as Tigressá™ SoftStyle and Lees®.

Dilks also helped to establish SelectAFloor™, a revolutionary simplified selling system that organizes product by lifestyle and warranty categories to make floor shopping easy and enjoyable for consumers.

Dilks has extensive experience in the floor covering arena and spent his entire career in the industry, including a 15-year tenure with what was once the largest floor covering specialty retailer in Canada. He also developed a successful outlet format for a major flooring manufacturer and was a consultant for the window treatments and wall coverings industries.

Dilks lives in Burlington, Ontario and commutes to the company's corporate offices in St. Louis, Missouri.



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## Biography: Michael Cherico

Senior Vice President of Membership

Mike Cherico is Senior Vice President of Membership for CCA Global Partners, one of the largest privately held companies in the United States. As Senior Vice President of Membership, Cherico leads membership efforts for Carpet One Floor & Home, Flooring America and the International Design Guild.

Cherico began his career in the floor covering industry in 1979 in a retail floor covering showroom. In 1988, he purchased two retail floor covering showrooms in Buffalo, New York. In 1993, Cherico was presented with the opportunity to work with a national retail floor covering company as Director of Membership and then moved on to become Vice President of Marketing for CarpetMax. In 1998, Cherico was named president of GCO (Georgia Carpet Outlets).

Cherico came to CCA Global in 2001 as Senior Vice President of Buying. In 2003, Cherico was promoted to President of Lighting One, the largest independent group of specialty lighting stores. In 2007, Cherico became President of the Outlet division, overseeing CCA Global's Floor Trader, GCO Flooring Outlet, and Stone Mountain's Flooring Outlet, while continuing his role as President of Lighting One.

Cherico has also become active in many industry associations including a board membership for the World Floor Covering Association.

Cherico is currently based in CCA Global Partners' St. Louis, MO office.