

North Branch Capital Invests in ALHI

Chicago, Illinois – June 10, 2015

North Branch Capital, LLC (“North Branch”) announced today that it has completed a strategic growth investment in Associated Luxury Hotels International (“ALHI”). Based in Orlando, Florida, ALHI works with meeting professionals, association managers, incentive/recognition specialists and business executives across North America and around the world to create effective solutions for tens of thousands of programs and events. ALHI is the premier global sales organization in North America and is dedicated exclusively to its member portfolio of Four and Five Diamond hotels and resorts worldwide.

“We are excited to partner with the ALHI team, including David Gabri, Jim Shultenover, Mike Coutu, Ashly Balding, and Chris Riccardi.” said Dan Bauman, Partner of North Branch Capital. “ALHI is an outstanding business with an excellent culture and a team committed to quality service.” David Gabri, Chief Executive Officer of ALHI, commented “This investment and partnership provides ALHI incremental resources to continue our impressive growth path. We have a bright future with our services in very high demand.”

North Branch partnered with Boathouse Capital (www.boathousecapital.com), Robert W. Baird & Co. (“Baird”) (www.rwbaird.com), and ALHI’s management team to complete this investment. To learn more about ALHI, visit www.alhi.com.

About North Branch

Based in Chicago, North Branch Capital is a private equity investment firm formed in 2014 to deliver a fresh perspective to the middle market. We partner with management teams seeking more from a private equity firm than simply financial acumen - these teams are looking for true strategic and operating expertise to assist in continued growth and creating long term value. Our Operating Partners have extensive knowledge and experience in all aspects of leading a business. Please visit www.northbranchcap.com.

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