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Harris Williams & Co. is pleased to announce the sale of Cortz, Inc. d/b/a In the Swim, a portfolio company of AEA Investors Small Business Fund LP, to Audax Group. The transaction closed on March 31, 2008. Harris Williams & Co. was the exclusive advisor to In the Swim. The transaction was led by [Tiff Armstrong](#), [Michael Bor](#), and [Michael Lambe](#) from the firm's Richmond office.

“The sale of In the Swim is a great example of a successful LBO in today’s economic climate,” said Tiff Armstrong, managing director of Harris Williams & Co. “Strategic buyers remain highly active acquirers despite today’s credit crunch, and private equity groups also continue to aggressively pursue high quality assets. Audax’s considerable experience in catalog and Internet direct marketing and distribution will be helpful to the company as it executes on its multi-pronged growth strategy.”

In the Swim ([www.intheswim.com](http://www.intheswim.com)), headquartered in West Chicago, Illinois, is a leading direct marketer of swimming pool supplies for residential and commercial customers. In the Swim uses a multi-channel strategy to sell its products and services, primarily using its catalog and the Internet. The company’s offering is widely regarded as the most comprehensive pool equipment and accessories source in the industry.

AEA Investors ([www.aeainvestors.com](http://www.aeainvestors.com)), founded in 1968, is one of the most experienced private investment firms with an established track record as a partner to middle market companies. With offices in New York, London, Hong Kong, and Shanghai, AEA focuses on investments in four sectors: value-added industrial products, specialty chemicals, consumer products, and services.

Audax Group ([www.audaxgroup.com](http://www.audaxgroup.com)), founded in 1999, is a leading investor in middle market companies. With offices in Boston and New York, Audax manages in excess of \$3.7 billion of equity, mezzanine debt, and senior loan capital.

Harris Williams & Co. is one of the largest mergers and acquisitions advisory firms in the country focused exclusively on the middle market. Harris Williams & Co. represents private equity groups as well as publicly and privately held companies worldwide. For more information about Harris Williams & Co., please visit [www.harriswilliams.com](http://www.harriswilliams.com).

Merger and acquisition services are provided by Harris Williams LLC, a registered broker-dealer and member [FINRA](#) and [SIPC](#). Harris Williams & Co. is the trade name under which Harris Williams LLC conducts its business.

*For general inquiries, please contact Marketing Director, [Kimberly Baker](#), at 804-648-0072.*