



FALFURRIAS CAPITAL

**FOR IMMEDIATE RELEASE**

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**Falfurrias Announces Strategic Partnership With GlynnDevins**

*Investment Is Private Equity Firm's First In Marketing Services, Senior Living Segments*

**CHARLOTTE, N.C. (June 24, 2015)** — Falfurrias Capital Partners, a Charlotte-based private equity firm focused on investing in growth-oriented middle-market companies, today announced it has made an investment in GlynnDevins, a leading provider of marketing services to senior living and care communities across the U.S.

Founded in Overland Park, Kansas, in 1987, the advertising and marketing agency specializes in providing strategic planning for occupancy solutions and metric-based marketing to 160 communities in 38 states. GlynnDevins represents the first investment in the marketing services and senior living categories by Falfurrias Capital Partners, founded by former Bank of America Chairman and CEO Hugh McColl Jr. and former Bank of America CFO Marc D. Oken.

“Our partnership with GlynnDevins will allow a market leader with an excellent management group to leverage the deep experience and operating expertise of the Falfurrias team and particularly Partner Todd Taylor, who has successfully grown marketing services companies prior to joining Falfurrias,” said Oken. “Falfurrias is excited about GlynnDevins’ prospects given its strong market position and macro trends related to the growth of America’s senior population over the next two decades.”

“Our agency has seen tremendous growth in the senior living and healthcare category and this partnership will enable us to broaden our capabilities and expand into new market segments,” said Jim Glynn, GlynnDevins co-founder and principal. “We’re excited about the next chapter in our agency history and look forward to our partnership with Falfurrias Capital Partners.”

Glynn and company co-founder George Devins will retain significant ownership positions in the company.

### **About GlynnDevins**

GlynnDevins is the nation's premier marketing and advertising agency serving senior living communities and their development and management partners. We design marketing and communications programs proven to build a community's lead base and increase occupancy, and have developed our own metrics-based planning process, based on our extensive senior living experience. For more information, visit [www.glynndevins.com](http://www.glynndevins.com).

### **About Falfurrias Capital Partners**

Falfurrias Capital Partners, founded by former Bank of America Chairman and CEO Hugh McColl, Jr. and former Bank of America Chief Financial Officer Marc D. Oken, is a Charlotte-based private equity investment firm focused on acquiring or investing in a diverse portfolio of middle-market companies. By leveraging the extensive strategic and operational experience and business relationships of the firm's principals, Falfurrias Capital Partners is positioned to be a value-added partner for both its portfolio companies and its limited partners. For more information visit, [www.falfurriascapital.com](http://www.falfurriascapital.com).

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