



## PRESS RELEASE

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### **Comoto Holdings Acquires J&P Cycles to Further Expand the *Comoto Family of Brands***

**Philadelphia, PA:** Comoto Holdings, parent company of leading moto enthusiast brands RevZilla and Cycle Gear, today announced it has acquired J&P Cycles, the industry's largest omni-channel retailer of aftermarket products for the American V-Twin rider. With this acquisition, Comoto Holdings becomes the definitive market leader in yet another robust segment of the powersports aftermarket-products industry.

J&P Cycles will continue to operate as a distinct and differentiated retail brand, under the daily operational leadership of industry icon and long-time J&P Cycles veteran, Zach Parham, who joins the Comoto executive leadership team as president of J&P Cycles.

"We are thrilled to welcome Zach and the talented team from J&P Cycles into the Comoto Family of Brands," said Ken Murphy, CEO of Comoto Holdings. "J&P's decades-long legacy of exceptional service and selection are hallmark tenets of each and every Comoto retail brand and will remain a driving force behind our continued high-growth in the years to come."

"J&P Cycles was built on obsession with customer service and offering the best product selection for riders," said Zach Parham, president of J&P Cycles. "Comoto shares these same values. Each retail brand in the Comoto Family has complementary strengths and we are excited to leverage those strengths, to take J&P Cycles to the next level."

With this transaction now finalized, organizational efforts are underway to facilitate a seamless integration of J&P Cycles into the Comoto platform and to ensure 'ride-season readiness' for all three retail brands.

"As a platform for many of the industry's most storied retail brands, our commitment to our customers is to preserve the legacy brand-attributes that matter most to them, while also unlocking the full selection, service, and savings benefits our customers deserve when shopping within the Comoto Family of Brands," said Murphy.

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#### **About Comoto Holdings:**

Comoto Holdings is America's largest and fastest growing omni-channel platform in the powersports aftermarket-products industry; dedicated to advancing the experience of moto enthusiasts across the globe. Comoto's brands, [RevZilla](#), [Cycle Gear](#), and now [J&P Cycles](#), deliver premium products, dedicated expertise, engaging media, and passionate customer support of the rider community, through best-in-class ecommerce and retail experiences.

#### **About J&P Cycles:**

J&P Cycles is the industry's largest omni-channel retailer of aftermarket products for the American V-Twin rider. Founded in 1979 by John and Jill Parham, J&P Cycles maintains the best selection of aftermarket parts and accessories in an effort to keep the world on two wheels. The Company primarily sells product via its [online channel](#), as well as three retail outlets in Ormond Beach, Florida, Anamosa, Iowa and Sturgis, North Dakota.

#### **About Prospect Hill Growth Partners, L.P.:**

Prospect Hill Growth Partners ([www.prospecthillgrowth.com](http://www.prospecthillgrowth.com)) is a Boston-area private equity firm that makes control equity investments in North American consumer and healthcare growth companies. The partners at Prospect Hill have collectively invested \$2.7 billion of capital in 35 portfolio companies over two decades. The partners successful investment track record has been built on their sector-focused investment strategy and expertise, a robust operational value-add model, and strong alignment of interests.