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JUL 2012 | OKLAHOMA

Lee's RV Superstore Acquired By Camping World

Generational Equity, a leading mergers and acquisitions advisor for privately-held, middlemarket businesses is pleased to announce the acquisition of its client, Lee's RV Superstore, headquartered in Oklahoma City, OK, by Camping World, headquartered in Lincolnshire, IL. The transaction closed on July 25, 2012.

Lee's RV Superstore is a large, family-owned RV dealership located outside of Oklahoma City. The company has been in business for over 40 years and has grown

from a 3-person operation to one of the largest RV dealerships in the nation. Lee's RV only handles the top RV manufacturers, including Newmar, Jayco, and Four Winds. "We believe the continued enhancement of service and sales to local customers will depend on a large established, national organization such as Camping World," said Lee Litchfield, owner of Lee's RV.

"We considered all of the alternatives available for the future of our company and felt that an affiliation with Camping World and Good Sam was the best decision for our family, our employees, and our customers." Managing Director, Terry Mackin, and Vice President, Kyle Coe, led the Generational Equity deal team that advised Lee's RV Superstore on the transaction. Mackin stated that "This transaction offered the ultimate opportunity for our client to be acquired by the undisputed leader in the RV space, and for Camping World to get a major foothold in one of the few states they did not have a corporate presence."

Camping World, founded in 1966, is the nation's largest retailer of RV supplies, accessories, services and new and used RVs. Camping World is committed to making camping more affordable for every family on any budget and continues to take its responsibility to its customers seriously. With over 10,000 quality products located within over 95 SuperCenters nationwide, Camping World continues to grow as the industry leader. "Our growth plans across the country are consistent with Camping World's philosophy of commitment to enhance our customers' total RV experience," said Marcus Lemonis, Chairman and CEO of Camping World.

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