

URBAN SURFACES ACQUIRED BY FULTON CAPITAL AND MERIT CAPITAL

IRVINE, CA / January 7, 2022 – Keystone Capital Markets ("Keystone") is pleased to announce that its client, Urban Surfaces, has completed a recapitalization transaction with Fulton Capital and Merit Capital. Keystone served as the exclusive advisor to Urban Surfaces in this transaction.

Headquartered in Corona, California, Urban Surfaces is a supplier of high-quality luxury vinyl tile ("LVT"), luxury vinyl plank ("LVP") and related products. The company provides a suite of value-added services and products to a wide range of construction, rehab and multi-family housing clients. The company is known for its exemplary service, innovative designs, and outstanding product quality and availability.

The successful transaction culminated an international marketing process that was led by Keystone Capital Markets. Mike Machuga, owner of Urban Surfaces remarked, *"Before we retained Keystone, we had unsuccessfully tried to complete a transaction twice on our own. We realized that we needed a top-notch investment bank in order to complete a deal. The knowledge, creativity and tenacity of the Keystone team took us to a whole new level. They got a deal done when we couldn't on our own. No M&A firm could have created a better worldwide market for selling our company than Keystone Capital Markets. I am very pleased with the outcome."*

"This was an extremely successful transaction for our client, and we are thrilled with the results of our marketing process", said Allan Siposs, Managing Director with Keystone. Geoff Blunt added *"This outcome is further evidence of the excellent conditions that exist in the current M&A market."*