



Street Smart Acquires Superior Traffic Services

Transaction, which was completed with the support of Carlson Private Capital Partners, expands combined company's innovative, industry leading traffic safety solutions to more customers across North America

Columbus, MN October 26, 2023 | Street Smart, a leading provider of safety equipment, service and technology to road safety teams and organizations across the United States and Canada, announced it has acquired Superior Traffic Services (STS), a Missoula, Montana-based provider of Portable Traffic Control Devices. The combined organization will operate under the Street Smart brand name and be headquartered in Columbus, Minnesota, with 10 additional offices nationwide. Carlson Private Capital Partners, a family direct investing firm providing flexible, patient capital to founder-owned businesses, remains the majority investment partner of Street Smart.

STS's proprietary software, monitoring, and communications hardware combined with Street Smart's team of Smart Work Zone experts will optimize safety for motorists and construction workers on thousands of temporary traffic control projects. The combined company also will offer customers a level of increased control and visibility of their projects, unavailable from any other single-source provider in the industry.

"Providing equipment and innovative solutions to traffic safety professionals and ensuring the safety of motorists in work zones have been key priorities for Street Smart since our inception," said Mike Granger, Street Smart CEO. "I am most excited about the increased growth opportunities available to our employees as we continue to help even more customers deploy Smart Work Zones."

Jeff Hollenback, STS CEO who will serve as Vice President of New Product Development at the combined company, added: "I've been in the traffic control industry for over 40 years and have always thought this would be the ideal partnership. Our team is excited to now be part of the nation's largest rental provider of traffic safety equipment and to bring our patented, technology-enabled traffic safety solutions to a larger audience, all with the continued focus on decreasing work zone injuries."

"We are excited to support and help guide this new partnership, which we believe will benefit the employees, customers and other stakeholders of both companies," said Tyler Moore, Partner at Carlson Private Capital Partners. "STS's monitoring and communication technology adds further capability to Street Smart's industry-leading work zone safety and security solutions. Together,

these solutions will ensure workers and motorist stay safe, improve traffic flow, and reduce costs for our customers.”

Street Smart is a provider of safety equipment, service and technology across the United States and Canada. Established in 1999 and headquartered in Columbus, MN, Street Smart serves traffic control companies, governmental agencies, general contractors and safety-conscious professionals across various industries to foster more efficient and intelligent work zones.

Carlson Private Capital Partners was formed in 2018 by the Carlson family and is a family direct investing firm providing flexible, patient capital to founder-owned businesses. The firm’s patient equity capital and resources allow founders and management teams to focus on growing their businesses, supporting their communities and enhancing their legacies.

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