



## DEAL SNAPSHOT

## Exceptional Teamwork For our client

**Heritage Capital Group** is pleased to announce that its client, **Athletic Recovery Zone**, has been acquired by **Dragon Seats**.

**Athletic Recovery Zone** was founded in 2010 by commercial and industrial HVAC specialists, Brian Cothren and Billy Quillen, to create modular climate control bench systems. The concept was borne out of a collaboration with Jacksonville Jaguars athletic trainers, who were searching for a cooling solution for players enduring Florida's hot, humid conditions. Today, the Company builds and rents patented temperature-controlled systems primarily to the athletics, entertainment, and events industries. The cooling system reduces heat related injuries and reduces core body temperatures quickly for athletes and event spectators. The system also converts to a heating system when weather conditions turn frigid.

Based in Cleveland, Ohio, Bourne Creations Inc., dba "**Dragon Seats**," provides climate-controlled benches and sideline solutions to the majority of NFL member clubs, dozens of Power-5 college football programs, baseball dugouts, and lifestyle spaces. The Company has a 25-year track record of maximizing safety, comfort, and performance for athletes in all-weather conditions.

Heritage served as the exclusive financial advisor and intermediary to Athletic Recovery Zone. **Bill Prescott** was the advisor on the deal.

The terms of the transaction were not disclosed.

# ARZ

*Athletic Recovery Zone.com*

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Bill Prescott is highly regarded by Athletic Recovery Zone and its owners. We first encountered Bill Prescott before ARZ was even established when he was still with the Jacksonville Jaguars – who also was ARZ's very first contracted customer. He was a contributing factor to our success even back then, long before ARZ was known in the football industry. It has been a great pleasure working with him and his team at Heritage Capital Group during all the negotiations and final sale of ARZ to Dragon Seats. He was instrumental in the success of the sale.

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**Brian Cothren**

President, CEO of Athletic Recovery Zone

# HERITAGE CAPITAL GROUP

With over 46 years experience in M&A transactions, Heritage Capital Group was able to maximize the value of the deal through meticulous management of the acquisition process. Heritage acted as sole advisor to the seller in the preparation of the sale process and due diligence, the approach and negotiations with potential buyers.

**Heritage Capital Group** is a highly respected and trusted investment banking and advisory firm with local and global reach. For more than 46 years, we have provided transactional and advisory expertise across key industries to our clients.

We work to ensure that your many years of hard work and vision come to fruition. Our team of experts can help guide you through a wide range of scenarios including:

- Selling a company
- Buying a company
- Mergers
- Divestiture of corporate assets or divisions
- Raising debt or equity
- Exit planning
- Value enhancement
- Process improvement
- Restructuring or reorganizing


With our extensive industry and deal experience, we can work with you to help build and maximize your transaction value. You will benefit from the global resources Heritage provides through our leadership position in Oaklins, an international organization focused on the middle market with offices worldwide. With these resources, Heritage is able to leverage global contacts, industry expertise, and transaction experience to achieve exceptional results for you. We offer complete discretion and skilled and methodical negotiations to give you the competitive edge that is essential in today's highly competitive business environment.



**Bill Prescott**

Principal

BPrescott@HeritageCapitalGroup.com



has been acquired by



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THE UNDERSIGNED ACTED AS INTERMEDIARY  
AND FINANCIAL ADVISOR TO THE SELLER

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**HERITAGE CAPITAL GROUP**



# HERITAGE CAPITAL GROUP

JACKSONVILLE OFFICE  
+1 904 354 9600

SAVANNAH OFFICE  
+1 912 200 9597

[HeritageCapitalGroup.com](http://HeritageCapitalGroup.com)

Heritage Capital Group is a merger and acquisition advisory firm with offices in Jacksonville, Florida and Savannah, Georgia. Heritage is a member of FINRA/SIPC and Oaklins, the world's most experienced midmarket M&A advisor, with 850 professionals globally and dedicated industry teams in 45 countries worldwide.