

# Exeter Image Holdings Announces Second Platform Acquisition with Recapitalization of Persona Signs

JANUARY 7, 2022

Benesch represented Persona Signs (“Persona”) in receiving a majority investment from Exeter Image Holdings, a portfolio company of Exeter Street Capital Partners. Persona is one of the largest national providers of commercial signage and lighting solutions to the hospitality, restaurant, convenience store, and corporate image sectors. Persona is the second investment made by Exeter Image Holdings, LLC this year and joins with Triangle Sign & Service, acquired in June 2021, to form one of the largest signage, lighting, and facility services companies in the United States. The two companies will operate side-by-side under the name “Persona-Triangle.”

The Benesch team included Christopher D. Hopkins, Michael W. Ward, Richard F. Tracanna, Nicole K. Kline, Joel R. Pentz, Kevin D. Margolis, and Michael F. Marhofer.

For more information, please see [here](#).