

For Immediate release

Final revised

**MICHAEL NYMAN’S ACCELERATION COMMUNITY OF COMPANIES
ACQUIRES MARKETING COMPANIES MKG AND PINK SPARROW**

*Deal focuses on leading experiential marketing agency MKG and
design and fabrication shop Pink Sparrow.*

(Los Angeles, Calif.; November 6, 2019) — Acceleration Community of Companies (ACC) has acquired award-winning national creative agency MKG and Pink Sparrow, a leading national design and fabrication shop specializing in experiential environments. The private transaction was led by ACC Founder and CEO Michael Nyman and Maneesh K. Goyal, entrepreneur and Founder / Chairman of MKG and Pink Sparrow.

ACC, founded in 2018, is composed of acquired marketing, media and communications agencies and complemented by an advisory service. MKG, with offices in New York and Los Angeles, was founded by Goyal in 2003 and its clients include some of the world’s most respected and recognized brands. Pink Sparrow, launched by Goyal in 2013, operates from both Brooklyn and Los Angeles, and works with leading brands in the fashion, retail, music and event industries.

Goyal will step down immediately and into an advisory role with ACC. Tracy Bussan will remain at MKG as President. Anthony Santiago will remain at Pink Sparrow as Managing Director.

“We studied the market and it quickly became evident that the experiential space was such a critical specialization to begin the build out of our community of companies,” said Nyman of ACC. “Between MKG and Pink Sparrow, we have two companies of unmatched creativity and reputation, who excel at their craft, partner with outstanding clients and, most importantly, have built talented teams thriving in incredible cultures.”

“MKG has been such a personal journey for me,” said Goyal, the Founder and Chairman of MKG and Pink Sparrow. “As I pivot to a new stage in my entrepreneurial career it was important for me to find the right partner for this next chapter of both MKG and Pink Sparrow. With Michael and the ACC vision for the future of marketing, I couldn’t have found a more fitting new home for my two beloved companies.”

“It’s been a fantastic journey for MKG under Maneesh’s direction and vision for all these years,” said MKG’s President, Bussan. “I am excited for our next chapter as we join forces with ACC and their uniquely specialized model. I am confident this partnership will not only serve our clients well, but also build upon MKG’s creative culture, in which our people will continue to thrive.”

“I am thankful to Maneesh for his strong leadership,” said Santiago, Pink Sparrow’s Managing Director. “We’re excited about Pink Sparrow’s growth, especially with the recent launch of our Los Angeles operation, and we look forward to collaborating with ACC...the sky’s the limit.”

David Kingsdale, ACC’s head of acquisitions, and Ron Camhi of Michelman & Robinson LLP led the deal for the buyer, ACC. Investment bank JEGI and Lowenstein Sandler LLP represented the seller, Goyal.

About MKG

Founded in 2003, MKG is an award-winning creative agency specializing in brand experiences. Helmed by an all-female leadership team, MKG creates live experiences for industry-leading brands through a variety of mediums such as launch events, retail environments, sponsorship activations, mobile tours and more.

MKG focuses on a diverse set of categories including retail, luxury, tech, media, entertainment, beer & spirits and travel & hospitality.

MKG has offices in NYC and Los Angeles, with in-house creative strategists, designers, producers and account management professionals.

Let’s make something. www.thisismkg.com

About Pink Sparrow

Pink Sparrow is a design and fabrication shop specializing in experiential environments. Collaborating with top-tier agencies and brands, they have developed an expertise in marketing events, pop-ups, mobile tours, retail, trade shows, and much more.

Comprised of a team of creators driven to bring inspired ideas to life, Pink Sparrow combines thoughtful design with a strategic build approach, and thrives on innovation and collaboration to produce high-quality, impactful environments.

With over 40,000 square feet of fabrication space across Brooklyn and Los Angeles, Pink Sparrow’s multidisciplinary team of industry experts are equipped to make any sized vision a reality. www.pinksparrow.com

About ACC

Composed of acquired marketing, media and communications agencies and complemented by an advisory service, Acceleration Community of Companies (ACC)

was created to guide and advise clients to move quickly and more efficiently with their branding, marketing and media decisions. With ACC Advisory, the in-house consultancy practice and inter-agency team leader, ACC offers a new and integrative service approach of best-in-class specialized resources, where strategy, technology and creativity converge. With offices in Los Angeles and New York, ACC has rapidly built out much of its operating group, and several Advisory clients, including Pepsi, T-Mobile, Hinckley and iWi Life (the algae-based health and nutrition brand), among others.

www.accelerationcc.com

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