



DEVIL MOUNTAIN WHOLESALE NURSERY HAS ACQUIRED BRIGHTVIEW TREE COMPANY

October 1, 2020

SAN RAMON, California – Devil Mountain Wholesale Nursery (“Devil Mountain”) has acquired BrightView Tree Company, based in Fillmore, Calif. Terms of the deal were not disclosed.

Devil Mountain Wholesale Nursery, based in San Ramon, Calif. and founded in 1995, is a leading provider of a full range of plant materials to the wholesale landscape markets, particularly in Northern California, with more than 5,000 landscape contractor and other customers.

The acquisition of BrightView Tree Company will support Devil Mountain’s growth plans and will accelerate its entry into new markets, especially Southern California. With the acquisition and the pending opening of two other Los Angeles locations, Devil Mountain’s operations will encompass eleven locations throughout California and Arizona consisting of eight landscape sales yards and more than 1,100 acres of landscape plant and tree production. The Arizona operations of BrightView Tree also include Swan Hill Olives®, a proprietary and market leading non-fruiting and low-pollinating landscape olive tree.

Devil Mountain and BrightView Tree Company are both deeply focused on superior customer service and highest quality plant and tree production. The combined company will offer premium quality plants and trees at a competitive price with a focus on expedited sales to landscape professionals and custom growing operations for large customers. Devil Mountain will become one of the largest and most comprehensive landscape providers in the Western U.S.

BrightView Tree Company’s President Robert Crudup, who has been with the company for more than 40 years, added “We anticipate that this will be an excellent partnership, as we know Devil Mountain very well. They have a superb logistics and delivery system, with a proven ability to deliver a full plant list to the job sites of their customers precisely when needed. The combined capabilities of the two companies will deliver superior benefits to our customers and their productivity.”

Devil Mountain Wholesale Nursery CEO Drew McMillan stated, “As a longtime customer of BrightView Tree Company, we know the incredible quality of their team and their tremendous tree portfolio. We look forward to working with Robert and Vice President John Serviss, who have ably led BrightView Tree Company for many decades. We also look forward to merging our teams and growing operations under a common Devil Mountain brand, while expanding our sales efforts to bring new products to our current customer base and our service to added markets. “

About BrightView Tree Company

BrightView Tree Company is one of the finest growers of quality trees and shrubs in the country. With 800 acres of state-of-the-art growing grounds in Northern and Southern California, BrightView Tree has maintained its focus on providing the highest levels of quality and customer service. BrightView Tree, founded in 1961 as Valley Crest Tree Company, is a pioneer that has shaped the nursery industry over its 60-year history.

About Devil Mountain Wholesale Nursery

Devil Mountain Wholesale Nursery is the largest distributor of landscape plants in the San Francisco Bay Area and throughout Northern California. Devil Mountain maintains best in class nurseries, conducts a robust brokerage service, and operates a growing facility in the Central Valley for premium trees and plants, including the Sunset Western Garden Collection. Since 1995, Devil Mountain has been a single source nursery providing plants to commercial and residential landscape companies, landscape architects, municipalities, and major end users. For more information, visit www.devilmountainnursery.com.

Advisors on the transaction included BrightView Tree Company's financial advisor Armory Securities, LLC (www.armorygroupllc.com) and its lead legal advisor K&L Gates LLP (www.klgates.com). Devil Mountain's financial advisors were Fieldstone Equity Partners, LLC (www.fieldstone.com) and Moss Adams (www.mossadams.com) and its lead legal advisor was Wendel Rosen LLP (www.wendel.com).

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