

# Clearview Capital Announces the Sale of UpSwell

## *Represents Ninth Realization from Clearview Capital Fund III*

**April 21, 2026**

Clearview Capital Fund III, L.P. ("Fund III"), an affiliate of Clearview Capital, L.P. ("Clearview Capital"), today announced the sale of its majority interest in UpSwell, LLC and its affiliates ("UpSwell" or the "Company"). The transaction closed on March 26, 2026.

Headquartered in Marietta, GA, UpSwell (f.k.a. Mudlick Mail) is a provider of turnkey, data-driven direct mail and digital marketing services to a wide variety of locally-focused consumer service industries, including automotive repair, healthcare and home services businesses. Founded in 2008, UpSwell utilizes its extensive experience and expertise to design and execute customized marketing campaigns that generate measurable and attractive returns on investment for its clients.

"The sale of UpSwell marks another successful exit from Fund III," said Geoff Faux, Partner of Clearview Capital. "Through strategic add-on acquisitions, continued investment in proprietary technology and new capabilities, end-market expansion, and the addition of key management team members, UpSwell nearly tripled in size during our partnership and transformed into a market-leading platform in the direct-response marketing space. We are proud of what the management team has built and wish them continued success as the Company embarks on its next chapter of growth."

"Clearview Capital was an exceptional partner throughout our journey together," remarked Eric Goodstadt, Chief Executive Officer of UpSwell. "Their guidance and support enabled us to meaningfully expand our capabilities, scale our client base, and build a truly differentiated business. We are grateful for their partnership and look forward to building on this strong foundation with our next partner."

"Clearview Capital was a tremendous partner from day one, but their support was never more evident than during the challenges brought on by COVID-19," commented Tim Ross, President and Co-Founder of UpSwell. "At a time when many businesses were pulling back, Clearview stood behind us with steady guidance and conviction in our business. Their partnership gave us the stability and confidence to navigate through that period and emerge as a stronger, more resilient company. I am incredibly proud of what we built together and grateful for everything Clearview brought to this partnership."

UpSwell and Clearview Capital were advised by BrightTower and Koley Jessen LLP.

### **About UpSwell**

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### **About Clearview**

Clearview Capital is a private investment firm founded in 1999, focused on acquiring and recapitalizing lower middle-market companies in North America. The firm has completed 150+ transactions across diverse industries and is headquartered in Stamford, CT, with additional offices in California and Tennessee.



## *Contact Us*

**West, Southwest &  
Western Canada**

**LARRY SIMON**

Partner

lsimon@clearviewcap.com  
310.806.9555

**Northeast &  
Great Lakes**

**NICK BERRY**

Partner

nberry@clearviewcap.com  
203.698.9186

**Mid-South, Great Plains,  
Southeast & Eastern Canada**

**BRICE GEOFFRION**

Principal

bgeoffrion@clearviewcap.com  
615.208.7701