

FOR IMMEDIATE RELEASE

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- Martini Black Parent Company Hamilton-West, LLC Announces Lawsuit Against Noah Corporation, Alleging Numerous Violations of Illinois Related to its B2B Lead Generation Revenue Stream
- With 35+ Locations Nationally, Noah's Event Venues Have Emerged as Industry Leader, but Complaint Says Growth Came Through Fraud and Deceptive Practices
- Long-Awaited Litigation May Open Door for Other Aggrieved Vendors to Follow Suit

CHICAGO, ILLINOIS—Martini Black Professional Bartending & Event Services, the Chicago-based provider of bartending and event services, filed a civil complaint in state court today naming Noah Corporation (“Noah’s”) as a defendant, a company spokesperson said.

The lawsuit, filed in the Circuit Court for Cook County’s Law Division, alleges that Noah’s—by way of a wholly-owned subsidiary called Customer Connect LLC—defrauded Martini Black by intentionally misrepresenting the nature of its “Preferred Vendor” program. The program, which charges vendors a monthly subscription fee, was marketed to local vendors like Martini Black as a way to obtain the exclusive opportunity to sell services to newly booked Noah’s clients. However, the lawsuit alleges that the Noah Corporation reneged on its end of the bargain by instead actively orchestrating the retention of its premium sales opportunities for the benefit of an insider company with numerous ties to Noah’s and Customer Connect named Shekar & Oinos. Yet all the while, monthly fees for the privilege of being a “preferred vendor” at Noah’s were being charged by Customer Connect and collected from Martini Black. Shekar & Oinos, and its registered agent Eric S. Wynn, are also named as defendants in the complaint.

Richard J. Zito, Esq. the attorney representing Martini Black, said that the litigation initiated against Noah’s today “represents an important application of the Illinois Consumer Fraud and Deceptive Business Practices Act (ICFDBPA) to protect a local business client from a very real harm.” Zito continued, “A successful outcome here will send a clear message throughout Illinois and across the country that Chicago’s small business community is vigilant and will fight back against fraud and deceptive business practices in whatever form they may arise.”

The case is named *Hamilton-West, LLC v. Customer Connect LLC, et al.*, Case No. 17-L-002899.

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