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FOR IMMEDIATE RELEASE

**HAGGIN MARKETING RECEIVES STRATEGIC INVESTMENT FROM LAKE CAPITAL**

*Capital to Support Growth of Multi-Channel Direct Marketing Agency*

MILL VALLEY, CALIFORNIA, July 18, 2006 – Haggin Marketing, Inc., a leading multi-channel direct marketing agency, today announced that private equity firm Lake Capital has made a strategic investment in the organization to support its expansion.

Haggin plans to use the additional financial resources to further develop its full-service agency model by broadening its service offerings, opening additional offices and acquiring complementary agencies. Headquartered in the San Francisco Bay area, Haggin provides strategic planning, creative, production, distribution and analytics services for leading clients, including AT&T, Dell and eBay, among others.

“Multi-channel marketing campaigns are now the dominant trend in direct marketing. Retailers today face more demanding customers, more aggressive competition and more media channels than ever before. Companies looking to compete and maximize marketing ROI are demanding sophisticated multi-channel marketing campaigns,” said Jeff Haggin, chief executive officer and founder of Haggin Marketing. “Our partnership with Lake Capital will enable us to invest in the company’s future and enhance our market leadership position.”

Founded in 2001 by Jeff Haggin, the company has a successful track record of organic growth. Over the last three years Haggin has outperformed the industry, with a compound annual revenue growth rate in excess of 75 percent. From an initial focus on catalog marketing, Haggin has expanded its channel capabilities to include direct mail, FSI media, retail, e-mail marketing and e-commerce.

“We are very excited about the opportunity to work with the Haggin management team to continue to expand the company’s capabilities,” said Tony Broglio, director of Lake Capital. “Haggin’s ability to deliver excellent service is evidenced by its long-standing and growing relationships with its clients. We believe the company is uniquely positioned to deliver market-leading, world-class, multi-channel, direct marketing services to its clients.”

**About Haggin Marketing**

Haggin Marketing provides strategic marketing planning, creative, production, media and distribution and analytics services in a multi-channel environment for its clients. With a specialty in catalog marketing, direct mail, FSI media, retail, e-mail marketing and e-commerce, the agency’s blue chip roster includes Amazon.com, American Express, AT&T, Cingular, Cintas, Dell, eBay, Sunglass Hut International, and more. Additional information about Haggin Marketing is available at [www.hagginmarketing.com](http://www.hagginmarketing.com).

**About Lake Capital**

Lake Capital is a private equity firm that focuses on investments in service-based enterprises across various industries. The firm is currently managing more than \$1.3 billion in equity commitments and seeks to build leading services companies through organic and acquisition-enhanced growth. Additional information about Lake Capital is available at [www.lakecapital.com](http://www.lakecapital.com).

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