



MARC LANDSBERG JOINS LAKE CAPITAL

*Veteran Advertising and Marketing Services Executive Brings
Deep Media, Interactive, Retail and Direct Marketing Experience to Lake Capital*

For Immediate Release

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CHICAGO, Tuesday, April 1, 2008 — Lake Capital, a private equity firm managing more than \$1.3 billion in equity commitments, announced today that Marc Landsberg has joined the firm as a director.

Most recently, Landsberg served as director of corporate strategy and development at Leo Burnett Worldwide, comprised of the Leo Burnett brand agency and Arc Worldwide, an integrated marketing-services company with over 1,300 employees globally. Landsberg also served as global president of Arc Worldwide. As a member of Leo Burnett Worldwide's Global Management Council, Landsberg helped strategically define Leo Burnett's vision, strategy and go-to-market business model. He drove the company's innovation agenda, leveraging his expertise in advertising, marketing services and emerging technologies. He worked with Leo Burnett's top 10 markets to drive Leo Burnett's and Arc's extensive capabilities in mass media, interactive, retail, promotional and direct marketing. He also was responsible for overseeing the company's digital investments, mergers and acquisitions activities, and strategic alliances.

Landsberg earned his MBA from the Kellogg Graduate School of Management at Northwestern University, and served from 1992 to 1996 as Kellogg's associate dean. He went on to co-found Digital Knowledge Assets, an Internet start-up that created a Web-based knowledge-management platform. Landsberg helped define the end-state for the company and prepared it for sale to a private equity firm. From 2001-2003, he was executive vice president and director of corporate strategy, mergers and acquisitions at BCOM3 Group, Inc. He was instrumental in the sale of BCOM3 to Publicis Groupe, creating the world's fourth-largest communications company and second-largest media counsel and buying company.

Terence M. Graunke, chairman, principal and co-founder of Lake Capital, said, "Marc is an outstanding executive and marketing professional with exceptional industry experience, knowledge, and relationships. His expertise, coupled with his proven leadership skills, will benefit our investment activities significantly. Marc's joining our firm confirms and reflects our commitment to continue to build our internal resources and expertise in order to identify and support excellent investments."

Lake Capital is a private equity firm that focuses on investments in service-based enterprises across various industries. The firm currently manages 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.

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