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LAKE CAPITAL NAMES THREE TO PRINCIPAL

Moves Further Strengthen Lake Capital's Executive Leadership Team

CHICAGO – October 18, 2007 – Lake Capital, a private equity firm managing more than \$1.3 billion in equity commitments, today announced that Anthony L. Broglio, Edward A. Kovas and Kevin J. Rowe have been named principals and will join the firm's newly-formed executive committee along with firm founders and principals Terence M. Graunke and Paul G. Yovovich.

Tony Broglio, along with Ted Kovas, is responsible for oversight of the firm's portfolio management function, including evaluating investments and structuring transactions. Broglio has been actively involved with investments in a number of the firm's current and past portfolio companies including Haggin Marketing, Hudson Energy Services, MediaWhiz and Respond2. He brings experience both as a principal investor and adviser. Before joining Lake Capital in 2003, Broglio was with FMI Capital, where he negotiated and executed leveraged buyouts, recapitalizations and growth equity transactions. Broglio also spent two years as a financial analyst with the boutique investment banking firm Hanifen Imhoff. He earned an MBA with honors from the University of Chicago and is a graduate of the University of Colorado at Boulder.

Ted Kovas, along with Tony Broglio, is responsible for oversight of the firm's portfolio management function, including evaluating investments and structuring transactions. Kovas has been actively involved with a number of the firm's current and past portfolio companies including Addison Search, Dutko Worldwide, Huron Consulting Group and NAL Worldwide. Before joining Lake Capital in 2001, Kovas co-founded Employ Technology, a recruiting technology solutions provider. Earlier, he was with Gryphon Investors, a San Francisco-based private equity firm, where he worked on transactions in the retail, health care and merchant services industries. Kovas also spent two years as a financial analyst in Bear Stearns' financial buyers coverage group. He earned an MBA with distinction from Harvard Business School and is a graduate of Dartmouth College.

Kevin Rowe oversees the firm's business development unit and manages the Portfolio Company Services group, a unique team of in-house Lake professional resources with extensive experience managing finance and accounting, HR, operations, IT systems implementation and integration, marketing and communications, and business development and cross-selling, among other areas. Rowe has been actively involved with investments in a number of the firm's current and past portfolio companies including MediaWhiz and Trailer Park. He has more than 25 years of experience building and managing industry-leading professional services companies. Before joining Lake Capital, Rowe served as the CEO and president of Nth Degree Global, a leading face-to-face marketing firm. Earlier, he led the North American operations for Agency.com and held senior level positions with corporations such as Andersen Consulting, MCI Systemhouse and Eagle River Interactive. He earned an MBA from Northwestern University's Kellogg School and is a graduate of the University of Illinois.

“Naming Tony, Ted and Kevin principals recognizes their contributions to our firm, as well as the many opportunities we see for partnering with strong middle-market companies in the services space to build world class service-based businesses,” noted Terry Graunke, chairman and principal of Lake Capital. “Tony, Ted and Kevin bring to our portfolio companies and prospective partners a wide range of mission-critical skills, from strategy to execution,” added Paul Yovovich, president and principal of Lake Capital.

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.

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