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# overview

## INTRODUCTION

Lake Capital partners with strong executive teams capable of managing larger, growth-oriented business service companies. We currently manage more than \$1.3 billion in equity commitments and typically commit \$50-75 million of equity to each of our initiatives focused on building leading business services enterprises through organic and acquisition-enhanced growth.

## CRITERIA (for new platforms)

- Services-focused company EBITDA of between \$10-25 million
- Opportunity for attractive EBITDA growth
- Private, carve-outs or take private situations
- Differentiated positioning within industry
- Strategic plan for growth via organic hiring and/or acquisitions
- Opportunity to enhance value by adding strategic resources and operational expertise
- Management team that wants to remain engaged for three to five years and that desires an active investment partner to help build shareholder value

## LAKE CAPITAL CONTACTS

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## MARKETING & MEDIA



MediaWhiz is a diversified provider of online performance-based marketing services and has relationships with more than 3,000 advertisers in a range of industries, including education, financial services, healthcare, and market research.  
| [www.mediawhiz.com](http://www.mediawhiz.com)



Office Media Network, with Dow Jones, is the creator of The Wall Street Journal Office Network, which delivers real-time news and landlord-tenant messages through high-definition, digital screens located in office buildings across the U.S. | [www.officemedia.com](http://www.officemedia.com)

## ORCInternational

ORC International is a leading global market research firm with offices across the U.S., Europe and the Asia-Pacific region. ORC offers the unique ability to integrate primary and secondary research, competitive intelligence and expert insight to address the business challenges of its clients worldwide. The company has been a partner of CNN on the CNN/ORC poll since 2006.  
| [www.opinionresearch.com](http://www.opinionresearch.com)

## solutionset

SolutionSet (fka Haggin Marketing) is a direct marketing agency that uses “transactional media” to drive clients’ sales and create brand identities. | [www.solutionset.com](http://www.solutionset.com)



Trailer Park is a leading, international provider of entertainment marketing creative services, including trailers, TV spots, and print advertising for movies, TV productions, and home entertainment products. | [www.trailerpark.com](http://www.trailerpark.com)



VFM Leonardo is the leading end-to-end provider of online media production and distribution solutions for the hotel and travel industry. | [vfmleonardo.com](http://vfmleonardo.com)

## viamedia

Viamedia is the largest independent sales organization of local advertising services for U.S. cable and telecommunications service providers. | [www.viamediatv.com](http://www.viamediatv.com)

## RETAIL & DIRECT TO CONSUMER



Driveline is a leading provider of merchandising services to national retailers and major consumer products manufacturers.  
| [www.drivelinetail.com](http://www.drivelinetail.com)



Retrofitness is a unique 1980s-themed gym chain featuring retro-style color schemes, classic pop-culture 80s music and a “RetroTheatre” where members can burn off calories on treadmills, recumbent bikes and ellipticals while watching famous 80s flicks.  
| [www.retrofitness.net](http://www.retrofitness.net)



Tolt Service Group is a single-source provider of managed services for all technology equipment within the four walls of retail locations throughout the United States.  
| [www.toltservicegroup.com](http://www.toltservicegroup.com)



Vestcom is the leading provider of customized shelf-edge communications and specialized marketing services for the retail industry. Our services benefit retail clients by reducing store operations expenses, increasing retail sales and enhancing the shopper experience. | [www.vestcom.com](http://www.vestcom.com)

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## INFORMATION TECHNOLOGY & CONSULTING



Addison Search is a specialized staffing firm that focuses on temporary projects and permanent placements, primarily in the areas of finance and accounting, information technology, and clerical services. | [www.addisonsearch.com](http://www.addisonsearch.com)



Empower is a leading provider of human resource management and business process outsourcing services. The company specializes in providing payroll processing services, time & attendance services, workforce management services and payroll tax outsourcing services to a variety of businesses and government entities. | [www.empowersoftware.com](http://www.empowersoftware.com)



FishNet is the largest independent pure-play information security solutions provider in the U.S., providing customers with comprehensive information security solutions that establish a secure information technology business environment.  
| [www.fishnetsecurity.com](http://www.fishnetsecurity.com)



NetStar-1 is a provider of financial and management consulting services to government clients.

Program management for both DOD and civilian agencies  
| [www.netstar-1.com](http://www.netstar-1.com)

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## OTHER



Soil Safe is a leading environmental services company providing soil processing and remediation solutions to clients in the infrastructure, commercial, and industrial construction markets.  
| [www.soilsafe.com](http://www.soilsafe.com)

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## HEALTHCARE



intraFUSION™ provides the solution for both physicians and their patients who need outpatient intravenous therapy. As a single-source manager for all aspects of office-based infusion services, intraFUSION leads the way in outpatient infusion management.  
| [www.intrafusion.com](http://www.intrafusion.com)



PhysioHealth provides physical therapy, occupational therapy, speech/language pathology, and wellness services to individuals and employers through locally managed clinics.  
| [www.physiohealth.com](http://www.physiohealth.com)