



LAKE CAPITAL

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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.

LAKE CAPITAL CONTACTS

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MARKETING & MEDIA



MedErgy Marketing is a healthcare communications agency that blends strategy, science, and creative to ensure a promising product becomes a commercially successful brand. | www.medergygroup.com



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



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



SolutionSet (fka Haggin Marketing) is a direct marketing agency that uses "transactional media" to drive clients' sales and create brand identities. | www.solutionset.com

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



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



VFM Interactive is the leading end-to-end provider of online media production and distribution solutions for the hotel and travel industry. | vfmleonardo.com

RETAIL & DIRECT TO CONSUMER



Driveline is a leading provider of merchandising services to national retailers and major consumer products manufacturers. | www.drivelineretail.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



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. | toltservicegroup.com



Vestcom is the leading provider of unit pricing printing and fulfillment services for the shelves of the nation's top grocery, drug, and mass merchant chains. | www.vestcom.com

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



FishNet Security is a national leader in Information Security solutions, integration, and professional and managed services. | www.fishnetsecurity.com



NetStar-1 is an information technology solutions provider to government and industry. | www.netstar-1.com

OTHER



Hudson Energy Services is a competitive supplier of electricity and natural gas to commercial, industrial, and residential customers in deregulated states. | www.hudsonenergyservices.com



For today's savvy bride, OneWed is the complete online bridal resource with all the choices, tools, community and honesty needed to plan her perfect day. | www.onewed.com



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

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



PhysioHealth provides physical therapy, occupational therapy, speech/language pathology, and wellness services to individuals and employers through locally managed clinics. | dynamicpt.com



Ricetta Pharmacy Solutions purchases and dispenses pharmaceuticals and provides client facilities with related management services, including automated medical record keeping, drug therapy evaluation, regulatory assistance, cost containment, and purchase economies. | www.southernrx.com