

# NEWS

*For Immediate Release*

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## **ICV Capital Partners Acquires Press-A-Print International**

### **Leading Business Opportunities Provider Creates Programs for Customers to Start Their Own Promotional Products Business**

NEW YORK, October 10, 2007 – ICV Capital Partners, LLC (“ICV”), a New York-based private equity investment firm, announced today that it has acquired Press-A-Print International LLC, a leading provider of non-franchise business opportunities that enable customers to create their own promotional products company. Founded in 1992, Press-A-Print provides customers seeking business opportunities with turnkey investment programs for creating their own promotional products company. Press-A-Print’s investment programs offer a complete business platform, consisting of a comprehensive range of equipment, supplies, training and services for creating, managing and growing a promotional products business. In addition to providing industry-leading equipment for promotional products companies, Press-A-Print offers a range of entrepreneurial services, including lifetime customer service, marketing services, and purchasing and outsourcing programs. The Company is headquartered in Idaho Falls, ID.

Travis Young, General Manager of Press-A-Print, said, “Since our founding over 15 years ago we have provided the equipment, support and training to help thousands of people become entrepreneurs and have grown to become the leader in the field.” He continued, “With the additional help of the team at ICV Capital we will be in a strong position to broaden our services to even more consumers around the world.”

Willie Woods, a co-founder and managing director of ICV, said, “We are pleased to partner with Travis Young and the senior management team at Press-A-Print. Press-A-Print has a differentiated business model with the largest operator base in its industry. There are significant growth opportunities we plan to leverage, including geographic expansion, new customer acquisition channels and new services for its existing, large customer base.”

Press-A-Print generates annual revenues in excess of \$18 million and has approximately 3,000 operators in its network.

ICV recently completed raising its oversubscribed \$313 million fund, ICV Partners II, for which Press-A-Print is the second platform investment.

Press-A-Print was advised by Barrington Associates, a leading investment banking firm headquartered in Los Angeles. Kirkland & Ellis LLP served as legal advisors to ICV, and Churchill Financial LLC provided senior debt financing for the transaction.

### **About ICV Capital Partners, LLC**

ICV Capital Partners is a private investment firm with over \$440 million in committed capital from well known institutional investors. ICV is investing from its \$313 million second fund, ICV II. ICV pursues a value-oriented investment strategy to invest in strong companies with market leading positions in partnership with management. ICV is managed by four senior investment professionals who have extensive experience in sponsoring management teams and building businesses. In addition, ICV has two co-sponsors, the Initiative for a Competitive Inner City (founded by Harvard Business School Professor Michael E. Porter) and American Securities Capital Partners, L.P. (a \$2 billion New York-based private equity firm). Additional information is available at [www.icvcapital.com](http://www.icvcapital.com).