

John Pollock joins firm as a Managing Director

Grand Rapids, MI

November 24, 2008

LV2 Equity Partners, LLC is pleased to announce that John Pollock has joined the firm as a Managing Director. As an eighteen year veteran of the banking industry, he brings business development and credit underwriting expertise to LV2. John will be responsible for sourcing investment opportunities, assisting in the financing and capital structuring of transactions, and continuing to grow our investor base.

About LV2 Equity Partners, LLC

LV2 Equity Partners is an operationally focused private equity firm investing in small to lower middle market companies. Typical investments are with companies in the range of \$3 million to \$30 million in annual revenues. LV2's strategy is to partner with solid management teams in niche manufacturing, specialty service and value-added distribution companies that have strong prospects for growth. LV2 provides capital, financial and operational expertise and strategic vision to support and compliment the management teams of each company. More information on LV2 Equity Partners can be found at www.lv2partners.com.

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