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FOR IMMEDIATE RELEASE

## **Roark Capital Group Acquires DX Marketing, LLC**

*Atlanta-based private equity firm acquires its third direct marketing company*

ATLANTA, GA (August 8, 2006) – Roark Capital Group, an Atlanta-based private equity firm, announced today the acquisition of DX Marketing, LLC. DX Marketing provides market research, customer prospecting, data mapping, and digital printing services to its direct mail advertising clients from its facilities in Jacksonville, Florida and Savannah, Georgia.

In connection with the transaction, DX Marketing will become a wholly-owned subsidiary of Money Mailer Holding Corporation, a company owned by Roark Capital and Money Mailer's management. Money Mailer, based in Garden Grove, California, is a leading direct marketing company that mails 175 million envelopes to 21 million households on behalf of more than 30,000 local, regional, and national advertisers.

"We are excited to facilitate the expansion of Money Mailer's product offering in support of management's goal to create the highest quality, full service direct marketing company in the industry," said Neal K. Aronson, Founder and Managing Partner of Roark Capital Group.

The DX Marketing management team will remain with the company and all three of its founders will have significant leadership roles and equity stakes in Money Mailer.

"DX Marketing will help us gain critical mass in our growing solo mail business line, allowing us to offer new products and services to our customers," stated Godfred Otuteye, CEO of Money Mailer.

David Matchett, DX Marketing's President, agrees that this is a win-win transaction.

"We are excited about our new partnership," added Matchett. "We have been looking at opportunities to significantly grow our business and leverage the strengths of our team. Money Mailer was a perfect fit to help us achieve our goals and we are thankful to have the opportunity to invest a portion of our sale proceeds in Money Mailer."

### **About Roark Capital Group**

Roark Capital Group is an Atlanta-based private equity firm that acquires majority positions in franchise, direct marketing, financial services, niche manufacturing, and service businesses. The firm, with more than \$560 million of equity capital under management, specializes in companies with attractive growth prospects and revenues ranging from \$20 million to \$1.0 billion. For more information please visit [www.roarkcapital.com](http://www.roarkcapital.com).

### **About DX Marketing, LLC**

DX Marketing provides a comprehensive basket of services to support the direct marketing efforts of its clients. Services include market research and direct mailings based upon market segmentation, customer profiling, prospecting and data mapping. DX Marketing's customers operate in industries such as financial services, education, and manufacturing. For more information please visit [www.dxmarketing.com](http://www.dxmarketing.com).

### **About Money Mailer**

Money Mailer, Entrepreneur Magazine's #1 advertising services franchise for 2006, is a leader in the \$59 billion direct mail industry. With over 300 franchisees in 35 states, Money Mailer serves 195 categories of businesses, mails 175 million envelopes to 21 million homes, and services over 30,000 local, regional and national advertisers. Money Mailer is committed to its mission: "To help businesses get and keep more customers and to help consumers save money every day."<sup>®</sup> For more information please visit [www.moneymailer.com](http://www.moneymailer.com).

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