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Contact: Barbie Pressly
The Inside Pitch
(404) 386-7989
bpressly@theinsidepitch.net

Roark Capital Group Acquires FASTSIGNS International, Inc.

-- Roark Capital acquires its third franchise business --

ATLANTA (Oct. 2, 2003) – Roark Capital Group, an Atlanta-based private equity firm, announced today that it has acquired FASTSIGNS International Inc., the leading franchisor in the sign and graphics industry. Founded in 1985, FASTSIGNS® has a network of more than 440 franchised stores located in 43 states and six countries, with system-wide revenues of approximately \$200 million. As a part of the transaction, Neal Aronson, managing partner of Roark Capital Group, becomes Chairman of the Board of Directors for FASTSIGNS.

“FASTSIGNS is a ‘Best in Class’ company in a growing but highly fragmented industry,” commented Aronson. “FASTSIGNS has what we are looking for – a leading market position, highly predictable revenues, and a very strong franchise network.”

FASTSIGNS’ franchisees are full service providers of premium quality turnkey sign and graphics solutions, allowing local, regional, national and international businesses to outsource all of their sign needs. Franchisees leverage their investment in technology to produce a variety of signs, including custom banners, large format inkjet signs, vehicle graphics, and point-of-purchase exhibits and displays.

“In seeking a partner, Roark Capital’s expertise in the franchise industry had a meaningful impact on our selection,” said Gary Salomon, co-founder and CEO of FASTSIGNS International, Inc. “To continue building on FASTSIGNS’ success, we looked for a team like Roark Capital that could bring us more than just financial resources; we were looking for someone who understood our business, our customers and our vision for future growth in the markets where we feel we can maximize our success.”

FASTSIGNS is Roark Capital’s third acquisition of a franchise organization. In May 2003, Roark Capital acquired Money Mailer LLC, the second largest shared mail advertising company in the United States with more than 250 franchisees mailing over 120 million envelopes annually to more than 17 million homes on behalf of 30,000 businesses. Roark Capital also owns Carvel Corporation, the leading manufacturer of branded ice cream cakes in the United States and a top producer of premium soft-serve ice cream with over 425 franchised and foodservice locations and 5,700 supermarket outlets.

Merrill Lynch Capital provided debt financing for the FASTSIGNS transaction. Specific terms of the deal were not disclosed.

About FASTSIGNS International, Inc.

FASTSIGNS International, Inc. is the franchisor of FASTSIGNS® stores which provide a full range of custom sign and graphics products. Headquartered in Carrollton, Texas, FASTSIGNS has more than 440 franchised locations worldwide. For further information and directions to the store nearest you, please visit www.fastsigns.com or call 800-FASTSIGNS.

About Roark Capital Group

Roark Capital Group is an Atlanta-based private equity firm that acquires majority stakes in franchise, consumer brand management, packaging, niche manufacturing, and service businesses. The firm specializes in transactions with enterprise values of \$25-\$250 million and targets family-owned businesses, orphaned assets (divisions of larger companies or portfolio companies of private equity firms) and going-private transactions of micro-cap public companies. For more information about Roark Capital Group, please visit www.roarkcapital.com.

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