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FOR IMMEDIATE RELEASE

**Roark Capital Group Acquires Money Mailer LLC—
A Leading Direct Response, Shared Mail Advertiser**

Garden Grove, CA. and Atlanta, GA — June 3, 2003 — Money Mailer, a quality leader in the direct mail industry since 1979 with a network of over 250 franchises, announced today that the company has been acquired by Roark Capital Group, an Atlanta-based private equity firm.

As part of the acquisition, Neal Aronson, founder and managing partner of Roark Capital Group has become Chairman of the Board of Directors for Money Mailer.

"We look for predictability, growth, and strong market positioning. Money Mailer has all three," commented Aronson. "Money Mailer's management team, led by its CEO, Godfred Otuteye, has done an excellent job of developing a strong brand name and a "win-win" business model that is profitable and effective for its franchisees, its advertisers and for the company itself."

Otuteye, who will continue as Money Mailer's president and CEO is pleased that Roark Capital Group has recognized the company's positive assets and has decided to add Money Mailer to its family of companies.

"We have only just begun to tap the true growth potential of Money Mailer's profitable franchise system and targeted marketing product," Otuteye said, noting that the direct mail industry is estimated at \$49 billion and growing. "I am excited to work with the Roark Capital team because they bring additional capital resources and operating experiences that complement our management team and will assist us as we accelerate the growth of the Money Mailer brand."

Merrill Lynch provided senior debt and American Capital Strategies Ltd. (Nasdaq: ACAS) provided senior subordinated debt financing for the transaction.

About Money Mailer

Money Mailer is a quality leader in the \$49 billion direct mail industry with more than 250 franchises nationwide. Established in 1979, the Garden Grove, California-based company serves over 195 categories of local businesses, mails over 120 million envelopes and services more than 30,000 advertisers with its core product each year. Money Mailer accomplishes its goals by remaining committed to its mission: "To help businesses get and keep more customers and to help consumers save money everyday."[™] Money Mailer is currently licensing new franchise territories. For more information, please call 1-800-MAILER-1.

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 \$20-\$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.

To learn more about Money Mailer, visit www.moneymailer.com and to learn more about Roark Capital Group, visit www.roarkcapital.com.

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