

Lakeview Equity Partners Invests in Travel Technology Group

Private equity fund acquires majority equity ownership in Chicago-based event travel services company.

Milwaukee, Wisconsin, USA — 18 April 2008 — Lakeview Equity Partners, LLC, a Milwaukee-based private equity fund, has announced the acquisition of a majority interest in Travel Technology Group, LLC. Travel Technology Group, based in Chicago, is a premier provider of housing services for more than 200 events worldwide each year.

"Travel Tech is an attractive company because of its profitability and growth potential, but also because of the resoundingly positive feedback we received from its stakeholders, both internal and external," said W. Kent Velde, president of Lakeview Equity Partners. "We are looking forward to working with Travel Tech's leadership team and to supporting the company's future innovations."

The founders and co-owners of Travel Technology Group, Tom Baur and Bob Derham, will retain a significant minority equity interest in the company. The members of Travel Technology Group's senior management team are expected to remain in their current positions. They will manage day-to-day operations while working with Lakeview Equity Partners to devise future growth strategies.

Founded in 1984, Travel Technology Group is a key player in the events industry. The company provides event organizers and their customers with full-service housing and travel solutions using award-winning technology. Travel Tech's client portfolio includes Reed Exhibitions, Diversified Business Communications, Merchandise Mart Properties, Penton Media, the National Restaurant Association, the International Housewares Association and the 2008 Republican National Convention, to name a few.

"This new partnership allows us to expand our business and invest more in our people, while remaining true to the clients who have paved the way for our current success," said Bob Derham, managing director of Travel Tech. "Considering the investment criteria of Lakeview Equity Partners, this strategic partnership is a confirmation of Travel Tech's dedication to the industry, our clients and our clients' customers."

Travel Technology Group represents the fifth investment made by Lakeview Equity Partners. The company has also invested in 5 Alarm Fire and Safety Equipment, Fort Atkinson, WI; Automatän, Plover, WI; Firehouse Animal Health Centers, Denver, CO; and LS Research, Cedarburg, WI.