

LAKEVIEW EQUITY PARTNERS ACQUIRES AUTOMATÄN OF PLOVER
*Company is the Premier Manufacturer of Lithographic Labeling Equipment
for the Corrugated Packaging Industry*

Milwaukee, Wis., December 28, 2006 – Lakeview Equity Partners, LLC, a Milwaukee-based private equity fund, has announced the acquisition of Automatän, based in Plover, Wis.

Automatän is a leading manufacturer of lithographic labeling equipment sold to the corrugated packaging industry worldwide. “Automatän has achieved excellent brand recognition through its superior technology, product performance and customer service,” said W. Kent Velde, president of Lakeview Equity Partners, LLC. “With the trend toward large-format labeling in product displays and in-store advertising, Automatän’s products make it possible to add high-quality graphics to corrugated packaging.”

A partner in the acquisition, Kevin Widder, will serve as the new president and chief executive officer of Automatän. Widder, who has more than 20 years of experience in the capital equipment industry, was previously president of Sheboygan-based Pemco.

“We’re very excited about this acquisition,” said Widder. “Automatän is a great company with a terrific reputation in the industry. The new management understands Automatän’s market and its customers, and Lakeview Equity Partners has the financial capacity and strategic resources to support the company and bring it to the next level.”

Widder said Automatän’s current sales, customer service and manufacturing team would be retained. He also said there will be no immediate changes in the company’s product line, which includes singleface, lithographic and pattern laminators; load turners and jogger/aerators; and an ink quality control system.

This is the fourth transaction by Lakeview Equity Partners during 2006. The company has also invested in 5 Alarm Fire and Safety Equipment, Fort Atkinson, Wis.; Firehouse Animal Health Centers, Denver, Colo.; and LS Research, Cedarburg, Wis.