

***News Announcement***  
FOR IMMEDIATE RELEASE

Contact: Tom Scott  
Principal  
Triton Pacific Capital Partners, LLC  
Tel. (310) 300-0830  
Email: tscott@tritonpacific.com

**TRITON PACIFIC CAPITAL PARTNERS ACQUIRES MAJORITY INTEREST IN LEADING ON-LINE  
MARKETING SERVICES PROVIDER VAYAN MARKETING GROUP, LLC**

**LOS ANGELES, Calif., August 13, 2007** – Triton Pacific Capital Partners, LLC, a private equity firm focused on investing in small to medium sized entrepreneurial technology, healthcare and business services companies, has acquired a majority interest in Vayan Marketing Group, LLC. Vayan is a leading provider of online lead generation, email marketing, offline marketing, list management and affiliate marketing services located in Boca Raton, FL. The terms of the deal were not disclosed.

“Vayan Marketing Group will form the core of our internet media and marketing services investment strategy and is the third technology company in our portfolio.” said Fred Thiel, Managing Partner and head of Triton Pacific’s Software and IT group. “We have become very impressed with the Vayan team and look forward to working with them on the many new and exciting growth opportunities that lay ahead.”

“Triton Pacific is a premier private equity firm with an impressive track record of acquiring and building successful companies.” commented Laura Kall, Vayan Marketing Group CEO. “We are all excited about the opportunities to work closely with the Triton Pacific team in growing Vayan Marketing Group to the next level.”

KPMG Corporate Finance LLC served as the exclusive advisor to Vayan Marketing Group, LLC on the transaction. Peter Wilson, who led the deal team for KPMG Corporate Finance, commented “We have advised multiple businesses in this sector and firmly believe that Vayan is a unique platform with great prospects for continued growth. Triton was selected among a number of potential counterparties and we are confident that Triton Pacific will be an excellent partner for the business going forward.”



**About Triton Pacific Capital Partners**

Triton Pacific Capital Partners, LLC, based in Los Angeles, invests in entrepreneurial small to mid-size private companies in healthcare services, software and IT, business services, consumer products, light manufacturing and logistics. The firm focuses on companies with solid management, operational excellence, and a compelling and scalable business model. Triton Pacific is an operations-oriented private equity firm with its principals having over 100 years of collective industry and investing experience. As an active partner with portfolio companies, Triton Pacific provides relationships, expertise and capital to support growth. Founded in 2001, Triton Pacific has invested in 14 companies throughout the United States. For more information visit [www.tritonpacific.com](http://www.tritonpacific.com) .

**About Vayan Marketing Group**

Vayan Marketing Group, LLC is a leading provider of online lead generation, email marketing, offline marketing, list management, affiliate marketing, hosting, and creative design services. The Company is active across multiple online channels, as well as serving the offline channel with its provision of data list rental, list management and data enhancement for direct mail and telemarketing purposes. The Company's customers range from individual buyers of online leads to multinational corporations such as Citigroup and Equifax. The South Florida Business Journal recently recognized Vayan Marketing Group, LLC as one of the top ten "Fastest Growing Technology Companies in South Florida" for 2005 and 2006. For more information visit [www.vayan.com](http://www.vayan.com) .

###