



## **Riverlake Partners Leads \$5 Million Investment Round for RPI**

*Riverlake Partners adds West Coast's largest manufacturing and fulfillment company for make-on-demand consumer products to its investment portfolio*

**Portland, OR – October 21, 2010** – Riverlake Partners, LLC

([www.riverlakepartners.com](http://www.riverlakepartners.com)), a Portland-based private equity group focused on the lower middle market, today announced it is the lead investor in a \$5 million preferred round of funding for RPI, Inc. ([www.rpiprint.com](http://www.rpiprint.com)). The investment is being made through the company's second fund, Riverlake Equity Partners II, LP. RPI is a Seattle-based leader in automated manufacturing and fulfillment for the consumer make-on-demand printed products market. RPI plans to use the additional funds to continue executing its strategic growth plan, which has enabled the company to build a leading position in the rapidly growing consumer market for personalized, print-on-demand products.

Huntington Capital of San Diego, which provided \$5 million of mezzanine financing to RPI in July, also participated in this round of preferred financing.

In conjunction with this investment, Riverlake partner Victor (Vic) G. Petroff will become chairman of RPI's board of directors.

"We are impressed by RPI's progress in developing and executing its business plan," Petroff said. "The company's effective application of technology and world-class manufacturing techniques, together with its complete focus on the personalized make-on-demand space, provide it with a highly differentiated business model. RPI has established itself as a market leader, and we believe it is uniquely positioned to continue to grow, largely because of its ability to quickly adapt to rapidly evolving customer demands."

“We are excited to be co-investing with the Riverlake team,” said Huntington Capital partner Tim Bubnack. “Riverlake has a strong reputation of providing operational expertise in partnership with the management teams of its portfolio companies.”

Founded more than 30 years ago, RPI has successfully transformed itself by focusing on the personalized print-on-demand market. The company has produced millions of personalized products including photo books, invitations, business cards and stationery for top-tier retailers that represent over 40 percent of the total photo products market. HP recently recognized RPI as one of the top 10 producers of Indigo impressions in the U.S., and as one of the top 20 worldwide. In 2009, it was the first company to produce a customizable photo book with wide audience appeal, and recently won an American Graphic Design Award for a personalized book concept aimed at the teen market.

#### **About RPI**

RPI is the leader in automated, mass-customized manufacturing and fulfillment for the consumer make-on-demand printed products market. The company’s broad range of blue chip retail and online publishing customers rely on its consistent, reliable execution, creative design services and best of breed manufacturing for the rapid delivery of innovative products utilizing consumer-generated content. The privately held company is headquartered just outside of Seattle, WA. For more information on how RPI is helping fuel the rapid growth of personalized products, please visit [www.rpiprint.com](http://www.rpiprint.com).

#### **About Riverlake Partners**

Riverlake Partners, LLC is a private equity firm focused on leveraged growth investments in small, profitable companies within the consumer and industrial products manufacturing and business service industries. Founded in 2003, it has two funds and typically targets companies with enterprise values of \$15 to \$60 million, and partners with existing management teams to develop and execute on long-term growth strategies. Past and current portfolio companies include Stock Equipment Company, O’Currence Teleservices, Inc., Pinnacle Exhibits and SP Industries. Corporate headquarters are located in Portland, OR. For more information, please visit [www.riverlakepartners.com](http://www.riverlakepartners.com) or call 503-228-7100.

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