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**For Immediate Release**

**Riverlake Partners, LLC Acquires Salt Lake City-based O’Currence Teleservices**

**PORTLAND**, March 21, 2007 – Riverlake Partners, LLC (Riverlake Partners), a Portland-based private equity group, announced today the acquisition of O’Currence Teleservices (O’Currence), a leading telemarketing and sales outsourcing firm based in Salt Lake City, Utah. Riverlake Partners acquired the company from its founder, Carla Meine, and Wasatch Venture Fund. Neither the structure terms nor the value of the transaction were disclosed. Zions First National Bank provided the senior debt financing, while Fifth Street Capital, LLC provided the subordinated debt financing.

Founded in 1994, O’Currence provides telemarketing, telesales, and various call center operations for clients in a wide range of industries. O’Currence deploys a unique mix of more than 600 (virtual) home-based and brick and mortar center-based sales representatives to handle in-bound consumer calls from various marketing promotions, including radio, television, direct mail, newspaper and internet campaigns. The company has been widely-recognized for its highly-trained sales force which consistently generates higher than industry standard conversion rates from inbound calls.

“It was extremely important for me to find the right buyer that could not only help the business grow long term, but also maintain the powerful internal culture we have built throughout O’Currence. Riverlake is committed to bringing the necessary resources both in terms of leadership and capital to further build upon an outstanding company,” said Meine.

O’Currence has developed many long-term clients that focus on intellectual properties, technology, education, household products and different types of services. By offering clients higher sales conversion rates, increased flexibility, and better customer service, O’Currence is known as one of the U.S.’s leading telemarketing outsource partners.

“Telemarketing is a large, high growth industry. We see O’Currence as an innovative leader given the company’s unique sales force model, customer value proposition and growing customer base,” said Erik Krieger, managing general partner at Riverlake Partners. “The current management team has created a solid platform for expansion, and this investment will support

the company's growth and success in the future. Riverlake and our financing partners are really excited about the prospects of the company and the opportunity ahead."

Riverlake Partners' wealth of industry knowledge and management expertise will provide O'Curran with strategic, operational and financial support and enable the company to grow and meet the increasing demands of its loyal client base. In conjunction with the existing management team, James Nelson will join the company as active Chairman working closely with Riverlake Partners to help oversee the development and execution of the company's business strategy and growth plans. Nelson has previous experience with Bain & Company, The Gap, and most recently with Millennial Capital, a small company buyout sponsor.

"I am truly excited to be working with Riverlake again. They are a top tier small company buyout group that adds value during every step of the building process. With O'Curran's current leadership team we have the core strength to become the premier outsourced telesales group in the country," said Nelson. Riverlake Partners and Nelson have worked closely together for the past several years on other Riverlake portfolio businesses.

Riverlake Partners has built a solid track record of working with small traditional economy manufacturing and business services companies. The firm makes controlled investments in companies with proven management teams and high growth potential through a variety of leveraged buyouts, consolidation, recapitalization and growth financing transactions. O'Curran marks Riverlake Partner's seventh leveraged control ownership investment, and the second acquisition in as many days. Riverlake Partners invested in O'Curran through its Fund I.

"In Riverlake, we know that we have a committed partner with unparalleled industry expertise," said O'Curran President, Blake Rigby. "With the support of Riverlake, O'Curran will remain committed to providing the high quality customer care and creative solution solving for our client's needs. This, we believe, is critical to achieving our sustainable long term growth objectives," added David Meine, Executive Vice President.

Lincoln International acted as an advisor to Riverlake Partners in this transaction

### **Riverlake Partners, LLC**

Riverlake Partners, LLC, was founded in 2003 as a private equity sponsor focused on traditional economy manufacturing and business services companies in the lower middle-market throughout the United States. Riverlake's strategy is to make leveraged control growth investments in smaller companies with definable and changeable growth characteristics, proven products and services, and a capable management team. Riverlake specializes in partnering with existing management teams to develop and execute the company's long-term growth strategy and consistently providing solid returns for all stakeholders. For more information please visit [www.riverlakepartners.com](http://www.riverlakepartners.com).

### **O'Curran Teleservices**

O'Curran Teleservices started its innovative approach to teleservices in 1994, with a commitment of quality to its customers and its agents alike. O'Curran has since led the way in the development of inbound call management through Web-based virtual offices and remote telesales agents, a method that has quickly become an industry standard. With the combined experience of a talented management team, O'Curran has grown to offer telemarketing, telesales and call center operations for nationally-known clients and name-brand products in nearly every industry. For more information please visit [www.ocurance.com](http://www.ocurance.com).

**Fifth Street Capital, LLC**

Fifth Street Capital LLC is a private investment firm focused on providing custom tailored financing solutions of \$5-\$50 million to middle market U.S. companies across a broad range of industries. Fifth Street works actively with its equity sponsor partners to grow the value of their portfolio companies. Fifth Street's broad investment mandate allows us to offer a full spectrum of investment products ranging from one-stop financings to partnering with senior lenders to provide a complete financing solution. For more information please visit [www.fifthstreetcapital.com](http://www.fifthstreetcapital.com).

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