

**Contacts:**

Eileen Boyce  
312.222.9126

[Eileen@reputationpartners.com](mailto:Eileen@reputationpartners.com)

Courtney Harper  
312.819.5722

[courtney@reputationpartners.com](mailto:courtney@reputationpartners.com)

**For Immediate Release**

**Riverlake Partners, LLC Announces Investment in Oregon-based Pinnacle Exhibits**

**PORTLAND**, March 19, 2007 – Riverlake Partners, LLC (Riverlake Partners), a Portland-based private equity group, announced today its investment in Pinnacle Exhibits, a leading producer of custom designed experiential environments, including custom tradeshow exhibits and event and display environments. Neither the structure terms nor the value of the transaction were disclosed.

Riverlake Partners has built a solid track record of working with smaller traditional economy manufacturing and business services companies. The firm makes leveraged growth investments in companies characterized by proven management teams and growth potential through a variety of leveraged buyout, consolidation, recapitalization and growth financing transactions.

With Pinnacle, Riverlake Partners is partnering with a highly capable management team to grow its operations and, potentially, adding complementary capabilities and product offerings. Founded in 2003, Riverlake Partners' investment in Pinnacle Exhibits is the firm's second Oregon-based platform company investment and its sixth overall. The firm utilized its Fund I, which includes capital from the Oregon Growth Account and Oregon Investment Fund to complete the investment. Riverlake has a longstanding commitment to supporting Oreg.-based companies and helping to spur economic growth in the state.

Riverlake Partners' wealth of industry knowledge and management expertise will provide Pinnacle Exhibits with strategic, operational and financial support. Specifically, Riverlake Partners will actively serve on Pinnacle Exhibits' board of directors and will work with existing management to oversee the development and execution of the company's business strategy and growth plans.

Pinnacle Exhibits, which is based in Hillsboro, Ore. and has operations in Irvine, Calif., employs a team of approximately 100 specialists in fields such as design, engineering, construction and project and graphics management. Pinnacle Exhibits has a leading reputation in the marketplace, with long-term clients including some of the most notable technology and consumer product companies in the world such as Google, Sony, Microsoft, Visa and Daimler-Chrysler.

“Pinnacle Exhibits is growing rapidly and has established a clear competitive advantage in the marketplace, making the company primed for continued growth and expansion,” said Vic Petroff, a partner at Riverlake. “With their experienced management team and proven business model, we’re confident that Riverlake’s involvement and resources will contribute to the company’s long-term success and will result in excellent returns for our investors.”

One of Pinnacle Exhibit’s key differentiators in the competitive marketplace is the company’s network of innovative design and engineering specialists. This enables each project – regardless of

how complicated or time sensitive it may be - to be executed by expert hands. Through this approach, the company has cultivated a loyal client base and won more than 40 industry and design awards including *Exhibitor Magazine's* top annual award, the "Edge Award," twice in recent years.

"We want to grow Pinnacle Exhibits to the next level, and Riverlake Partners' industry expertise and strategic support will enable us to more effectively execute our business strategy," said Pinnacle Exhibit's president Chris Olberding. "The Riverlake team is highly experienced, extremely hands-on, and will bring a wealth of industry knowledge and resources to our company."

Lincoln International acted as an advisor to Riverlake Partners in the transaction.

#### **Pinnacle Exhibits**

Pinnacle Exhibits provides clients with innovative design, high-quality construction and superior levels of service. Founded in 1997, Pinnacle Exhibits is an established company with experienced team members whose dedication and drive have attracted the business of distinguished companies including Sony, Microsoft, Google, Daimler/Chrysler, Columbia Sportswear and Visa. For more information, please visit [www.pinnacle-exhibits.com](http://www.pinnacle-exhibits.com).

#### **Riverlake Partners, LLC**

Riverlake Partners, LLC, was founded in 2003 as a private equity group 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 investments in 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)

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