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## **TRANSOM CAPITAL GROUP ANNOUNCES LAUNCH OF SOUTHERN CALIFORNIA PRIVATE EQUITY FIRM**

Los Angeles, CA (January 15, 2008) – Transom Capital Group, a Southern California private equity firm, announced its official launch today. Transom Capital will focus on investments in high-growth, middle-market companies within the consumer, industrial, and media spaces. Transom Capital's founders have a strong track record of investing in and improving the operations of these companies developed at blue chip firms such as McKinsey & Company, Platinum Equity, Microsoft Corporation, and Credit Suisse.

Transom Capital plans to deploy between \$5 million and \$25 million in each investment, typically in second stage companies with enterprise values between \$10 million and \$100 million. Commented Ken Firtel, Managing Director at Transom Capital: "The companies we are focusing on have massive growth potential, but need additional capital as well as operational and strategic assistance to execute on the opportunities before them. That is what we bring to the table."

Transom Capital's Principals have extensive experience working with both Fortune 500 and mid-market companies to drive top-line growth, improve operational efficiency, and enhance enterprise value. Russ Roenick, Managing Director at Transom Capital, described the Firm's approach to working with portfolio companies this way: "We have experience working across all the core functions – operations, strategy, marketing, and finance – allowing us to be real value adding partners to management in tackling their core issues. What we get excited about is helping small and medium sized companies realize their potential."

Transom Capital has a focus on investments in three key sectors: consumer and retail, industrial, and media and entertainment, with a non-exclusive focus on opportunities within Southern California. Each of these is an industry in which the Principals have deep sector expertise and connections to support the sourcing, evaluation, and on-going management of investments. David Ascher, Managing Director at Transom Capital, noted: "The size and structure of these industries, particularly in Southern California, provides an attractive set of potential deals. Macroeconomic, technological, and convergence-related trends will continue to reshape these industries over the next 3-5 years, creating discontinuities that provide attractive opportunities for savvy investors."

### About Transom Capital

Transom Capital Group is a Southern California private equity firm focusing on investments in the consumer, industrial, and media spaces. Transom's Principals have extensive experience investing in and adding operational expertise to companies in these sectors gained at top tier private equity funds, management consulting firms, and blue chip companies.

Transom Capital's first fund, Transom Capital Fund I LP, is focused on investments in high growth, mid-market companies that can benefit from additional capital and the operational expertise of the Principals. For more information, please visit [www.transomcap.com](http://www.transomcap.com).