



Caymus Equity Partners Invests in GA|PRC Group

Atlanta, Georgia - February 2012

A group formed by Caymus Equity Partners LLC acquired GA Communications, Inc. (“GA|PRC” or the “Company”) in a transaction that closed in October 2011. Included in the group are Caymus Equity Partners, RFE Investment Partners, Starboard Capital Partners and Company management. The transaction allowed GA|PRC to transfer ownership to senior management and provide necessary capital to further grow the business, as well as cash out certain shareholders, including the Company’s previous employee stock ownership plan (“ESOP”). Caymus Equity Partners uncovered and introduced the right partners to GA|PRC’s management team, helped structure the terms of the acquisition, and successfully negotiated and arranged all necessary third-party capital. Caymus Equity Partners, RFE Investment Partners and Starboard Capital Partners have partnered with a strong management team at GA|PRC and have invested in a company with a long track record of success in an attractive niche business with significant growth opportunities.

Founded in 1967, GA|PRC is a leading outsourcing marketing services provider based in Stone Mountain, GA. The Company’s marketing campaigns include in-store circulars, free standing inserts for newspapers and mailers, in-store displays, in-store promotional fliers, online marketing, email & social media campaigns, catalogues and website management. GA|PRC specializes in creating and managing content, increasing advertising production efficiencies, and streamlining workflows across all media channels. The Company acts as a single source provider of customized turnkey marketing/advertising solutions for national retailers including Dollar General, Duane Reade, Kohl’s, Lowe’s, Michaels, Safeway, SUPERVALU and S.P. Richards among others. The Company designs, manages and executes marketing/advertising programs for national retailers, including six of the 25 largest retailers in the country.

Caymus Equity Partners invests in profitable middle and lower-middle market companies in attractive niches with strong growth potential. Caymus Equity Partners focuses on opportunities where it can leverage its prior experience and creativity to generate substantial value through a combination of organic and strategic acquisition growth.

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