



# ROCKPOINT LOGISTICS

## LION EQUITY PARTNERS COMPLETES ACQUISITION OF LOGISTICS DIVISION FROM KAPLAN INC

Denver, CO and Aurora, IL (January 7, 2011) – Lion Equity Partners (“Lion Equity”) announced today that it has acquired Kaplan Logistics, a division of Kaplan, Inc., a subsidiary of The Washington Post Company. The business, which will be renamed Rockpoint Logistics (“Rockpoint”), is a leading provider of outsourced logistics services to corporations across a variety of industries.

Rockpoint, headquartered in Aurora, Illinois provides end-to-end logistics services including warehousing and storage, pick-pack-ship, order fulfillment, short-run and print-on-demand digital printing, binding, labeling, packaging, kit assembly, and return servicing. Rockpoint operates out of a 290,000 sq. ft. facility that utilizes state-of-the-art technology and precision business techniques to provide superior results to its customers.

“Rockpoint will uphold the excellent reputation for accuracy, performance and customer service built by Kaplan Logistics, and will continue to be a trusted business partner for leading education and publishing corporations,” said Jim Levitas, Partner of Lion Equity. “There is significant opportunity for growth as the industry continues to evolve and customers are increasingly seeking to outsource their logistics needs and focus on their core business.”

As part of the transaction, Kaplan, a leading international provider of educational and career services for individuals, schools and businesses, has entered into a multi-year agreement with Rockpoint to utilize its logistics services across several of Kaplan’s businesses. “We are excited to have a world-class corporation such as Kaplan as our anchor customer and strategic partner. Kaplan’s confidence in our ability to meet its demanding standards for quality, accuracy and performance going forward is a testament to our people, processes and capabilities.” said Mark Pell, chief executive officer of Rockpoint.

“The acquisition of this business unit from Kaplan is a great fit with Lion Equity’s investment strategy,” said Levitas. “We believe Rockpoint is well positioned to thrive as a stand-alone entity, and can serve as a platform for growth into new industries and markets.”

The terms of the deal were not disclosed.

### About Lion Equity Partners:

Lion Equity Partners ([www.lionequity.com](http://www.lionequity.com)) is a Denver, CO based private investment firm specializing in acquiring controlling interests in small- to middle-market businesses across multiple industries. Lion Equity’s investment strategy is centered on creating value in its portfolio companies through a combination of organic growth and add-on acquisitions. Lion Equity supports its portfolio companies with strategic and financial resources, operational guidance, and M&A expertise.

### About Rockpoint Logistics:

Rockpoint Logistics ([www.rockpointlogistics.com](http://www.rockpointlogistics.com)), headquartered in Aurora, Illinois provides end-to-end logistics services including warehousing and storage, pick-pack-ship, order fulfillment, short-run and print-on-demand digital printing, binding, labeling, packaging, kit assembly, and return servicing.

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