

LASALLE CAPITAL GROUP, L.P.

PRINCIPALS IN THE LEVERAGED ACQUISITION OF LOWER-MIDDLE MARKET COMPANIES

ADDITION OF SENIOR ADVISORS

Chicago, IL – LaSalle Capital Group, L.P. is pleased to announce that Walter Freedman and Don Rosuck have joined the Fund as Senior Advisors. Messrs. Freedman and Rosuck will be assisting the Fund on various diligence projects, portfolio management issues and serving as mentors / consultants to portfolio company CEO's. Messrs. Freedman and Rosuck are also limited partners in LaSalle Capital Partners, L.P.

Mr. Freedman was previously CEO of Yoplait U.S.A, COO of Wheels, Inc., CEO of IVI Travel and President of Fuller Brush Company (a subsidiary of Sara Lee Corporation). Mr. Rosuck was previously President & CEO of Culligan International and the Building Products Group and Home Products Division of Beatrice Companies, Inc.

“We are happy to welcome both Walter and Don to our team. Jeff and I have known both gentlemen for many years and believe their general management experience and operating perspective gained over their distinguished careers, will be very helpful to our portfolio company CEO's”, stated Rocco Martino, Partner of LaSalle Capital. Mr. Freedman is currently serving as Non-Executive Chairman of Violet Packing LLC, a New Jersey based food processing company recently acquired by LaSalle.

[Rocco J. Martino \(Co-founder & Principal\)](#)

[Jeffrey M. Walters \(Co-founder & Principal\)](#)

November 18, 2004



- \$100 million fund
- Management buyouts and recapitalizations
- Extensive experience in the lower middle-market
- Focus on niche consumer and industrial manufacturing, distribution and service businesses

LaSalle Capital Group, L.P.

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