



FOR IMMEDIATE RELEASE

Brite-Line Technologies LLC Acquired by....

Denver, CO - March 16, 2015 - Brite-Line Technologies, Inc., announced today that it has received a substantial new equity investment from Peninsula Capital Partners, LLC and Starboard Capital Partners, LLC, and opened a new credit facility provided by First National Denver.

Brite-Line manufactures high performance reflective highway pavement marking tapes and materials used in road construction projects worldwide.

"This investment represents a tremendous opportunity for Brite-Line to significantly strengthen our proven manufacturing and product development and allows us to continue to reinforce and expand our already successful sales, marketing and customer service programs," said Kevin White, President and CEO. "We see today as marking a new beginning for our company which we are confident will produce both immediate and long term benefits for all of our stakeholders, including our customers, suppliers and employees."

The businesses will continue to operate under the Brite-Line Technologies and the current management team - led by Kevin White, President and CEO - will continue to run the company.

About Brite-Line Technologies

Brite-Line Technologies develops, manufactures and markets innovative high performance reflective highway pavement marking tapes and materials currently used in road construction projects throughout the US, Europe and Asia. Originally founded

in 1989 and acquired by Plymouth Rubber in 1997, Brite-Line's corporate headquarters and manufacturing operations are located in Denver, CO. For more information, visit www.brite-line.com

About Peninsula Capital Partners

Peninsula Capital Partners is an investment company specializing in providing mezzanine capital, including subordinated debt, preferred stock or common stock, either as a minority or control investor, to superior middle-market companies. We have raised five investment partnerships totaling approximately \$1.2 billion of committed capital, from which we have made over 100 investments in a wide range of industries, including among others aerospace, manufacturing, information technology, industrial and professional service, consumer products, retail, food and distribution concerns.

www.peninsulafunds.com

About Starboard Capital Partners

Starboard Capital Partners is a private equity firm that sponsors and invests in lower middle market companies, with values ranging from \$10 million to \$250 million. We participate with our network of Private Equity funds, family office, and institutional fund co-investors to partner with management teams and entrepreneurs who are looking to accelerate the growth of their companies. Starboard is actively involved in leveraged buyouts, growth equity investments, and recapitalizations.

www.starboardcapital.net

Press Contact for Brite-Line

Press Contact for Peninsula Capital Partners

Press contact for Starboard Capital Partners