

July 15, 2008

Trivergance announces a new fund, Trivergance Capital Partners, LP

- \$300 million to invest
- Targeting middle market companies
- Value-Added investment philosophy through operating expertise

Trivergance has established Trivergance Capital Partners, LLP a \$300 million dollar private equity pledge fund focused on providing flexible capital to middle market companies. “This new fund will allow us to more actively and directly invest in companies we find great potential in, and at the same time provide a vehicle through which we can lend our expertise and operational backgrounds to more companies – companies that can leverage that knowledge to enhance enterprise value over time,” said Marc Byron, Partner at Trivergance. [More](#)

[The “more”]

The investment focus of our new TCP fund, at \$300mm in capital commitments, remains the same as in the past. We continue to look for opportunities that align with our experiential ‘sweet spot,’ and continue to evolve how we invest to adapt to the changing market. Considered industry leaders and in several areas, our team has strategic and tactical experience in digital marketing, branding, brand extensions, data aggregation, direct marketing, traditional advertising and media marketing, packaging and promotion, telecommunications and many other consumer-focused business services.

We are looking for opportunities in, or reliant on, these fields - that have compelling differentiation, a discrete market focus, and clear evidence of sustainable and significant growth.