

## **FOR IMMEDIATE RELEASE**

### **BlueLake Partners, LLC and Meritage Associates, Inc. Announce Strategic Partnership**

**Boston, MA – December 6, 2002** – BlueLake Partners, LLC (BlueLake), a boutique technology investment bank headquartered in Boston, MA, and Meritage Associates, Inc. (Meritage), a management consulting firm headquartered in Hopkinton, MA, today announced that they have established a formal marketing relationship to help provide financial and consulting services to the computing, information management and channels arena.

Under this marketing agreement, both teams will collaborate to provide a suite of consulting and financial services to companies and executives engaged in enterprise storage networking. The relationship will allow clients to work with a team having experience in all functional and transactional areas, including strategy, marketing, sales, mergers and acquisitions and growth capital fund raising.

"Often times we encounter growth technology companies who not only need our transactional expertise, but also a functional expertise for specific situations. As such, it is a part of our strategy to partner with groups with domain expertise. We are confident that together with the Meritage team, we can bring to bear the highest quality professional services to enterprise storage networking companies," said Margaret S.C. Johns, a Managing Director and Founder of BlueLake Partners, LLC.

According to Todd Gresham, Founder and Senior Partner of Meritage Associates, Inc. "Meritage engages companies in the computing and information management space to improve their time to market, advance their time to revenue, build a strong channel program and enhance their organizational efficiency. Our work with emerging growth companies often requires the highest quality financial advice. The relationship with BlueLake Partners strengthens our clients ability to raise capital and pursue strategic M&A activities."

For more information on financial or consulting services from BlueLake Partners, LLC or Meritage Associates, Inc. please contact Margaret S.C. Johns, Managing Director, BlueLake Partners, 617-973-9669, or Todd Gresham, Senior Partner, Meritage Associates, 508-962-4050.

**About BlueLake Partners, LLC**

BlueLake Partners, LLC is a national investment bank focused on the technology sector. BlueLake is a registered broker dealer and a member NASD. It is headquartered at The Pilot House, Lewis Wharf, Boston, MA 02110.

**About Meritage Associates, Inc.**

Meritage Associates, Inc. is an executive management consulting organization exclusively focused on providing assistance to senior executives within the computing, information management and channels arena. Meritage is headquartered at 7 Riverbend Rd., Hopkinton, MA.