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Pfingsten Partners & Hilco Equity Sell Rx Label to Cenveo, Inc.

Deerfield, IL, July 12, 2006 - Pfingsten Partners, L.L.C. and Hilco Equity Partners, L.P., today announced the sale of Rx Label Technology Corporation, the leading producer of pressure-sensitive prescription labels for the U.S. retail pharmacy market, to print and visual communications company Cenveo, Inc. (NYSE: CVO). Terms of the all-cash transaction were not disclosed.

Rx Label was formed in June 2004 when Pfingsten and Hilco Equity purchased the Convergent Pharmacy business unit of Convergent Label Technology. The two investment firms hired a management team, implemented an MIS system, and quickly built Rx Label into a standalone company that has significantly increased revenues and EBITDA over the past two years. The growth is partly the result of an expansion project that nearly doubled the size of the Rx Label production facility in Joplin, Mo., as well as adding roll and narrow roll manufacturing to its sheet production capabilities.

Today, Rx Label manufactures prescription labels used by more than 12,000 pharmacies, including those operated by major drugstore, grocery and mass merchandise chains, and is the only company able to produce simplex, duplex and thermal roll labels to meet customer needs. The company also produces labeling products for the retail and distribution markets, including vinyl shelf labels, pricing labels, case labels, pallet labels and returnable plastic container (RPC) tags.

Under Cenveo's ownership, the company will operate under the name Rx Technology Corporation.

"This transaction represents a significant return for our shareholders and illustrates the value of our operational approach to our portfolio," said Denio Bolzan, Principal of Pfingsten Partners. "At the same time, this transaction aligns Rx Label with a well-known publicly traded company with a strong legacy printing business, a broad customer base, and a strategic vision for addressing the label market."

"Two years ago, Rx Label faced a variety of challenges associated with spinning off from its parent company, including the need to replace the senior managers it was leaving behind, put a completely new information system in place, and increase the capacity of its Joplin facility" said Keith Freeman, Partner of Hilco Equity Partners. "The successful sale of Rx to Cenveo clearly demonstrates the success of that effort as well as the continuing strength of Rx Label's business."

The sale was completed on July 12, 2006.

About Hilco Equity Partners, L.P.

Based in Northbrook, IL, Hilco Equity Partners is a private equity fund focused on acquiring middle-market companies that will benefit from a financial partner with an operational perspective as they address strategic issues and opportunities, and pursue acquisitions. Since completing its first investment in April 2004, Hilco Equity Partners has made control investments in six companies primarily in the manufacturing, consumer products and food industries. Hilco Equity Partners has a strategic relationship with The Hilco Organization, an internationally recognized provider of asset appraisals, enterprise valuation services, asset acquisition and disposition services, and specialized asset-related financing. Through an affiliate entity, Hilco Retail Partners, the Fund also actively seeks retail acquisition opportunities utilizing the extensive retail expertise resident in the organization. For more information, visit www.hilcoequity.com

About Pfingsten Partners

Pfingsten Partners is an operationally focused private equity firm formed in 1989. From its headquarters in Chicago and offices in ChangAn, China, and

New Delhi, India, the firm builds better businesses through operational improvements, professional management practices, global capabilities and profitable business growth rather than financial engineering. Since completing its first investment in 1991, Pfingsten Partners has raised four funds with total commitments of approximately \$1.0 billion, and has acquired 86 manufacturing, distribution and business services companies. The firm is currently investing Pfingsten Partners Fund IV, a \$525 million fund activated in January 2009. For more information, visit www.pfingstenpartners.com.