



FOR IMMEDIATE RELEASE

## **New Owners Keep Proven Brite-Line Team In Place**

*Equity investment in Brite-Line Technologies LLC will strengthen new product development, service and manufacturing*

**Denver, CO – April 1, 2015** - Brite-Line Technologies, Inc., announced today it has received a substantial new equity investment from Peninsula Capital Partners, LLC and Starboard Capital Partners, LLC. The line of credit is provided through First National Denver.

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

"This investment gives Brite-Line the resources to sustain and grow our business, making it easier than ever for our customers to access the high performance materials we're known for around the world," said Kevin White, President and CEO. "It also allows us to accelerate our new product development while strengthening our proven manufacturing and customer service."

The businesses will continue to operate under the Brite-Line Technologies name with the current management team.

### About Brite-Line Technologies, LLC

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](http://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](http://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](http://www.starboardcapital.net)