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BOXWOOD CAPITAL PARTNERS ACQUIRES YOGADIRECT.COM

Newly formed Shockoe Commerce Group, a portfolio company of Boxwood Capital Partners, acquires YogaDirect.com and merges with eBeverage Wholesale, LLC.

RICHMOND, VA (NOVEMBER 10, 2010)

The Shockoe Commerce Group (www.shockoecommerce.com) is pleased to introduce their expansion into the popular and growing yoga industry. This newly acquired Yoga equipment importer and distributor supports an active yoga lifestyle by supplying mats, blocks, clothes and accessories for all skill levels, and will also offer eco-friendly items at competitively low prices. Yoga Direct carries products of its own brand, which can be found in YMCA's, studios, gyms and schools across the country. Yoga Direct has served more than 50,000 customers in both the United States and Europe. Terms of the transaction are not disclosed.

"Online purchasing continues to grow much faster than the overall economy. Simultaneously, exercise activities such as yoga and other healthy lifestyle changes continue to grow in popularity, especially in the United States," said Patrick Galleher, Managing Director of Boxwood Capital Partners. "Yoga Direct embodies these two growing markets and conveniently provides equipment and accessories to individuals, gyms and yoga studios across the country through their call center and online store. As the market for yoga equipment continues to grow we look forward to expanding Yoga Direct internationally."

"Yoga Direct aligns perfectly with the goal and mission at Boxwood Capital Partners. We are looking forward to working with the Yoga Direct team as we pursue our goal of expanding our presence in this market," said Bobby Morris, Managing Director. "Yoga Direct competes in a rapidly growing market and has a broad base of customers; this is exactly the type of investment we look for and is a great addition to our Shockoe Commerce Group platform."

"Shockoe Commerce is well suited to continue Yoga Direct's growth and expansion. I am confident the business is in good hands and look forward to following its success in the future," said Steve Wampold, CEO of Outrageous Ventures, Inc., the prior owner of Yoga Direct.

About Yoga Direct:

Yoga Direct (www.yogadirect.com) is a comprehensive multi-channel wholesaler that manufactures and distributes top quality yoga equipment, whether it is yoga mats, bolsters, blocks or other yoga props. Yoga Direct also offers custom printing on a variety of products so that customers can express their inner selves. Additionally, Pilates equipment is manufactured and distributed by Yoga Direct. The company prides itself on providing outstanding customer service, low prices, and the highest quality Yoga products available. As the manufacturer and importer, Yoga Direct is able to control quality and eliminate the middleman to keep everyday low prices less than the competitors "sale" prices.

About the Shockoe Commerce Group:

Shockoe Commerce is a portfolio company of Boxwood Capital Partners, a private equity firm based in Richmond, Virginia. Our partners and investors have significant operational, internet, finance, technology, sales,

and marketing experience, and we are focused on building a portfolio of businesses that wholesale consumer non-durable products across several categories including food & beverage, lifestyle and fitness. The Shockoe Commerce Group's portfolios of businesses include Coffee Wholesale USA (www.cw-usa.com), Snack Warehouse (www.snackwarehouse.com), Office Saver (www.officesaver.com) and the newest acquisition, Yoga Direct (www.yogadirect.com). All of these companies provide top quality products; superior customer service, competitively low prices, and a convenient outlet for customers to access all of their product needs.

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