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BOXWOOD CAPITAL PARTNERS ACQUIRES YOGA ACCESSORIES

Shockoe Commerce Group, LLC a portfolio company of Boxwood Capital Partners, acquires 2nd leading ecommerce yoga products retailer Yoga Accessories.

RICHMOND, VA (DECEMBER 7, 2010)

Shockoe Commerce Group, LLC (www.shockoecommerce.com) is pleased to announce the addition of Yoga Accessories (www.yogaaccessories.com) to its family of multi-channel wholesale and retail businesses. This acquisition complements Shockoe Commerce's acquisition of Yoga Direct last month, and positions the company as a leading supplier within the attractive and growing yoga products market. Yoga Accessories supports an active yoga lifestyle by supplying the best yoga, meditation, spiritual, wellness and holistic living supplies to practitioners and studios alike. Yoga Accessories, LLC will be a wholly owned subsidiary of Shockoe Commerce Group, LLC and will manufacture its own products in addition to carrying products from a variety of other top brands. The business was acquired from CanAm Yoga, LP. Terms of the transaction are not disclosed.

Yoga Accessories, LLC will operate three sites www.yogaaccessories.com which will focus on direct to consumer sales of Yoga products and apparel, www.yovedic.com which will focus on sales of the best wellness and holistic living supplies and www.yogoria.com the largest on-line directory of yoga studios.

"Yoga Accessories and its website YogaAccessories.com is a longstanding leader in the online yoga products market," said Patrick Galleher, Managing Director of Boxwood Capital Partners. "We look forward to building upon their great tradition of providing the widest selection, excellent customer service and the best pricing available. With Yoga Direct and Yoga Accessories, Shockoe Commerce's yoga business will have the scale and resources to do some exciting things in the mind/body and fitness markets."

"We were pleased to find Boxwood Capital to acquire Yoga Accessories and take us to the next level over the upcoming years," said Scott Broder, CEO of CanAM Yoga, LP. "We look forward to watching the strategic growth plan Shockoe Commerce has outlined and feel that after the combination of Yoga Direct, LLC and Yoga Accessories, LLC they are now well positioned in the Yoga industry to leverage what we have built and the natural growth trends of the marketplace."

About Yoga Accessories, LLC:

Yoga Accessories (www.YogaAccessories.com) is an online retailer that manufactures and distributes its own top quality products as well as those from craftspeople, manufacturers, designers and entrepreneurs around the world. Yoga Accessories also offers custom printing on a variety of products so that customers can express their inner selves. Yoga Accessories was one of the first online retailers

of yoga equipment and has an extensive and loyal base of customers in the U.S. and beyond. The company prides itself on having low prices, unique customer-focused service, and top quality products and equipment.

About Shockoe Commerce Group, LLC:

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 are focused on building a portfolio of businesses which wholesale and retail consumer non-durable products across several categories including food & beverage, office supplies, lifestyle and fitness. 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), Yoga Direct (www.yogadirect.com) and the newest acquisition, Yoga Accessories (www.yogaaccessories.com). All of these companies provide a wide selection of top quality products; superior customer service, competitively low prices, and a convenient outlet for customers to access all of their product needs.

About Boxwood Capital Partners, LLC:

Boxwood Capital Partners is a private equity firm focused on investing in and acquiring profitable lower middle market companies with defensible competitive advantages and attractive growth prospects in a variety of industries such as ecommerce, manufacturing, business services, distribution, consumer products and services, and opportunistic situations. Our professionals have direct operating experience and thus bring value-added expertise with respect to business development, operations, technology, implementation, and finance.

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