



Generation3 Capital, LLC Announces the Acquisition of LogicMark, LLC

Buffalo Grove, Illinois, January 2, 2011 – Generation3 Capital, LLC ("Gen3"), a Chicago based private equity firm, is pleased to announce the acquisition of LogicMark, LLC a leading designer and manufacturer of innovative personal emergency response systems ("PERS") with two-way voice communication directly through the pendant. "LogicMark's unique products offer the elderly an alternative to expensive nursing and healthcare facilities while providing safety and comfort of knowing that friends, family and emergency personnel are a push of a button away" said Jim Coleman, Principal of Gen3. "The end customer demographics and rising healthcare costs afford LogicMark a growing market; combine this with innovative and affordable products and it is an exciting opportunity for us" Jim added. Gen3 teamed with Promus Equity Partners, LLC to complete the transaction on December 30, 2011.

"We are excited about Promus and Gen3 making an investment in our business and believe this will help expand our market coverage and enable us to focus on introducing new products" said Mark Gottlieb, who founded the Company in 2006 and will be staying on as Chief Creative Officer. Joining the LogicMark team will be security industry veterans Ben Cornett (CEO) and Kevin O'Connor (President). "We are thrilled to be a part of the LogicMark team and look forward to continuing to grow the Company, develop outstanding products and maintain the first class customer service that LogicMark is known for" said Mr. Cornett. Both Mr. Cornett and Mr. O'Connor previously worked for Honeywell Security Group as President and Vice President of Global Sales respectively. Most recently, Mr. Cornett and Mr. O'Connor worked for another Gen3 portfolio company, EZ Watch, LLC www.ezwatch.com. Mr. O'Connor commented "the PERS market is growing rapidly in both the Durable Medical Equipment and Security channels. We are excited to be involved with LogicMark and have the opportunity to work with some new customers in the DME market as well as working with some old friends in the security market."

Terms of the transaction were not disclosed.

About Generation3 Capital, LLC

Generation3 Capital, LLC is a Chicago based Private Investment firm pursuing recapitalizations, buyouts and growth capital investments in companies operating in the security, automatic identification and data capture and collection (AIDC), life safety, and custom electronics, as well as other sensing and control industries.

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About Promus Equity Partners, LLC

Promus Equity Partners is a private equity investment firm affiliated with Promus Holdings, a multi-family asset management firm based in Chicago, Illinois with approximately \$400 million under management among its affiliated entities. Promus Equity Partners targets healthy, lower-middle market companies with EBITDA of approximately \$8 million or less. As a family office with a flexible investment mandate, Promus is able to make short and long term investments in partnership with outstanding management teams. Members of Promus Equity Partners and Promus Holdings bring significant experience in both the private equity industry and the broader alternative asset management space.

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