

PALM BEACH CAPITAL



PALM BEACH, FL

AUGUST 13, 2008

DDP Holdings, Inc. Announces Acquisition of CSA, LLC

RIVERVIEW, FL - August 13, 2008 - DDP Holdings, Inc. announced today the acquisition of CSA, LLC. Based in Mooresville, North Carolina, CSA is a leading provider of retail merchandising services to the Home Improvement class of trade and other retail outlets. CSA was founded in 1998 by Walt McConnell and partners and has a history of excellence and growth. DDP Holdings is a portfolio company of private equity firm Palm Beach Capital.

With the addition of CSA, DDP Holdings, Inc. now has over 1,000 core associates plus another 2,000 flex associates to support its needs. DDP anticipates having a total of 6,000 associates available for 2009. This combined labor force will position DDP as a leader for merchandising and other retailer support services for the "Big Box" class of trade particularly the Home Improvement channel. Other retailer support services performed by DDP and its subsidiaries, MI-DE Construction and ionSmart Team, include new store build outs, retrofits and resets as well as fixture and graphic installation.

Walt McConnell, President of CSA, will continue with DDP as Executive Vice President and oversee all of the firm's reset and installation projects. Additionally, Mr. McConnell will be DDP's largest individual shareholder. Mr. McConnell remarked "The marriage of these two companies plus the resources of Palm Beach Capital creates an excellent platform for growth not just within the Home Improvement industry but across all types of retailers and their associated vendor community".

Mike Sunderland will continue in his role as President of DDP Holdings. "This is an excellent addition to the DDP family. CSA and their valued associates will enhance and broaden our service capabilities and allow DDP to grow with our current customers." Additionally, Tim Sexton will continue in his leadership of the MI-DE Construction subsidiary for DDP.

About DDP Holdings

DDP Holdings, based in Riverview, FL, is the parent company of MI-DE Construction and ionSmart Team. DDP provides retail merchandising, new store set-up and product re-set services for big box national retailers. The company operates from facilities in Riverview, Florida and Statesville, North Carolina. For more information, please visit the company's website at www.ddpholdings.com.

About Palm Beach Capital

Founded in 2001, Palm Beach Capital is a private equity investment firm which specializes in making investments in and building early and middle-stage private companies. With offices in both West Palm Beach and Tampa, Florida, the firm focuses on high growth investment opportunities with enterprise values ranging from \$10 million to \$100 million. Since its inception, Palm Beach Capital has made investments in 27 companies and has approximately \$200 million in total assets under management. For more information, please visit the firm's website at www.pbcap.com.



505 South Flagler Drive
Suite 1400
West Palm Beach, Florida
33401
Tel: 561.659.9022
Fax: 561.659.9055

5001 Lemon Street
Tampa, Florida 33609
Tel: 813.623.4041
Fax: 813.623.4034

www.PBCap.com