

FOR IMMEDIATE RELEASE

## **Platinum Management acquires Irish Titan, an on-line technology firm with proprietary e-Commerce platform**

EDEN PRAIRIE, Minn. (September 17, 2009) — Platinum Group today announced that its management consulting business, Platinum Management, LLC, acquired Irish Titan, an online technology firm based in Minneapolis.

Platinum acquired the company from owner Darin Lynch, who will remain CEO of Irish Titan. Lynch has 16 years of experience in leadership of online strategy, business development and organizational alignment. He offers significant e-Commerce retail expertise as CIO of 2<sup>nd</sup> Swing, Inc. and business systems manager of Wilson's Leather.

"Although we have acquired companies for our equity funds, Irish Titan is the first company to be acquired by our management consulting firm since we founded the firm 27 years ago," according to Dean Bachelor, chairman of Platinum Group.

"Platinum Management has been using the services of Irish Titan for the last year with our clients and we have been impressed enough to acquire this company," he said. "Darin Lynch's expertise and our resources will enable Irish Titan to grow. The company offers a proprietary e-Commerce platform and on-line strategy expertise that many small and middle-market businesses need to compete in today's web-based economy. This complements Platinum Management's business renewal, turnaround management, strategic planning, and sales and marketing consulting services."

Platinum Group has also invested in more than a dozen companies over the past 15 years through Platinum Group Holdings I & II, its own private equity funds, including majority ownership in Eden Prairie-based Elvin Safety, LLC; Blaine-based Law Enforcement Targets, Inc.; and Eden Prairie-based N-Compass Technologies. Other technology investments have included Geek Squad, Ergotron and Network Task Force, Inc.

"Irish Titan could not be happier to join Platinum Management," said Lynch. "We feel that the experience and skills of Platinum will prove invaluable in helping us accelerate our growth."

Platinum Management provides interim management and consulting services to both underperforming and growing private companies. For more information, visit [www.ThePlatinumGrp.com](http://www.ThePlatinumGrp.com)

Irish Titan is an online technology firm that provides business-class online strategy and management, e-Commerce, website design and development, and online marketing. Its proprietary e-Commerce platform is fully scalable to offer greater customer-based promotion capabilities, which go beyond the traditional focus of processing transactions. For more information, visit [www.irishtitan.com](http://www.irishtitan.com).

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