



## **Ceres Ventures' Zorch Int'l Named the Fastest Growing Illinois Company by *Inc. 500***

### **Zorch also ranked #2 in Business Services segment nationwide and #28 in the list of fastest growing private companies in America**

CHICAGO 8/30/2007—Ceres Venture Fund, LP, a venture capital fund based in Evanston, is proud to announce that one of its portfolio companies, Chicago-based Zorch International, Inc., has been named to the *Inc. 500* list of fastest growing companies in the United States. As published in the current issue of *Inc* magazine the company was ranked #1 in the “Top Companies in IL-IN-WI”. It was also ranked #2 in the “Top Companies in Business Services” and #28 in the “Fastest Growing Private Companies in America.”

“We are honored to be included on this prestigious list,” says Nicole Loftus, CEO and founder of Zorch International. “The positive growth we have experienced is a direct reflection of where the company is headed and the hard work this team delivers on a daily basis. While this recognition is definitely a feather in Zorch’s cap, it is also important for our customers and suppliers. Zorch’s model continuously proves successful for both clients and manufacturers. Our business is to keep it that way.”

Zorch provides strategic brand management and promotional product management services for such major international firms as Citigroup, BP, Motorola, AT&T, JPMorgan Chase and Aon Corporation. Promotional products represent an \$18 billion market. Zorch’s innovative supply chain model eliminates redundancies caused by using a distributor to shop for company branded merchandise. The result is enhanced creativity, improved order flow, better brand control, a more efficient purchase process, and better pricing to the customer.

Ceres Venture Fund L.P. initially invested in Zorch in December, 2006 and recently completed a follow-on investment in the company. “We are very pleased with the progress that Zorch has made,” said Laura Pearl, Managing Director of Ceres. “The team at Zorch has done a tremendous job with the company and we are glad to see the company getting the recognition it deserves. The number of Illinois-based companies on the list has grown. We believe this improvement is indicative of the high quality companies choosing to locate in this area.”

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*Ceres Venture Fund, L.P. is one of the few venture capital funds focused on high growth investment opportunities in the information technology, healthcare and business services areas in the Midwest. With more than 60 years of experience in venture capital and operating early stage companies, Ceres’ principals, Sona Wang, Donna Williamson, and Laura Pearl, have collectively invested more than \$130 million in capital. Ceres is based in Evanston, Illinois. Additional information can be found at [www.ceresventurefund.com](http://www.ceresventurefund.com).*