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## Ceres Venture Fund, L.P. Closes Two New Investments

**CERES Venture Fund, L.P. Invests in Zorch International, Inc., a Fast Growing Company Serving the \$18 Billion Promotional Products Market**

CHICAGO 12/4/200--Ceres Venture Fund, LP is proud to announce its investment in the initial institutional round for Chicago-based Zorch International, Inc. The financing included participation from existing and new investors. Proceeds will be used to finance the expansion of existing contracts and service international programs.

Zorch provides brand management and promotional product management services for such major U.S. 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.

Industry veteran Nicole Loftus, President and Chief Executive Officer, founded Zorch International in 2002 to provide a more sophisticated, yet easy to use approach for major corporations to manage both costs and quality in employee, customer and general outreach promotional programs. Some corporations are spending tens of millions of dollars in this area.

"These are exciting times at Zorch," said Loftus. "Each year sales have increased over 400%. Zorched corporations are saving millions. Ceres brings to the board room valuable resources and experience to assist in our expansion. Ceres will allow the Zorch Team to focus on our role as brand stewards for global corporations."

"Ceres is delighted to be working with Zorch," said Laura Pearl, Managing Director of Ceres. "Nicole has developed an efficient and elegant business model and has built productive business partnerships with some of the largest and most demanding customers in the U.S. We are glad she has chosen Ceres as her financing partner." Pearl will be assuming a seat on the Zorch board of directors. The company's lender is LaSalle Bank.