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## **SHOCKOE COMMERCE GROUP ADDS NEW MARKETING TEAM**

Shockoe Commerce Group, LLC a portfolio company of Boxwood Capital Partners, adds new marketing team to continue expansion of growing businesses.

RICHMOND, VA (May 21, 2013)

Shockoe Commerce Group, LLC ([www.shockoecommerce.com](http://www.shockoecommerce.com)) is pleased to announce the addition of 3 new members to their marketing team. With the growing success of it's family of multi-channel wholesale and retail businesses, there is continued opportunity to capitalize on each of the businesses leadership in the marketplace.

Ken Hammond takes the role of Customer Engagement Manager and is responsible for driving increased sales throughout the entire portfolio of businesses. Juliette Oliva joins the team as the Marketing e-Commerce Manager and heads design and customer experience. Kathleen Whitlow will manage and grow the diverse Marketing Channels across the platforms.

All three bring years of prior success from working with both large corporate clients as well as internet startups in creating and implementing marketing campaigns that not only focus on improving customer experience but also driving increased revenue.

Ken Hammond started his first online company in 1999 in the trucking industry as co-founder of Getloaded.com and has since headed and created marketing campaigns for corporate giants like Capital One and Jacuzzi as well as internet start ups. Mr. Hammond has been featured in the NY Times and INC. Magazine named one of his companies "Best of the Web".

Juliette Oliva has over 8 years of graphic design and marketing experience under her belt. She has worked with both small and large clients such as Southern States and LaDifference to implement effective design and marketing solutions centered around customer experience.

Kathleen Whitlow is a public relations professional with experience in strategic campaign management, published print writing, online web content management, and marketing material development. She's worked with leading companies such as Capital One, NetSearch Direct, and the Leukemia & Lymphoma Society.

"I'm excited to bring such a high caliber of professionals to our growing team," said Patrick Galleher, Managing Director of Boxwood Capital Partners. "We are confidently looking forward to the continued challenge and opportunity to create the industry's leading companies."

About Shockoe Commerce Group, LLC:

Shockoe Commerce is a portfolio company of Boxwood Capital Partners, a private equity firm based in

Richmond, Virginia. Our partners and investors have significant operational, internet, finance, technology, sales, and marketing experience, and are focused on building a portfolio of businesses which wholesale and retail consumer non-durable products across several categories including food & beverage, office supplies, lifestyle and fitness. Shockoe Commerce Group's portfolios of businesses include Coffee Wholesale USA ([www.cw-usa.com](http://www.cw-usa.com)), Snack Warehouse ([www.snackwarehouse.com](http://www.snackwarehouse.com)), Office Saver ([www.officesaver.com](http://www.officesaver.com)), Yoga Direct ([www.yogadirect.com](http://www.yogadirect.com)), Yoga Accessories ([www.yogaaccessories.com](http://www.yogaaccessories.com)), Everything Yoga ([www.everythingyoga.com](http://www.everythingyoga.com)), Best Insoles ([www.bestinsoles.com](http://www.bestinsoles.com)), Best Swimming ([www.bestswimming.com](http://www.bestswimming.com)), Footrite ([www.footrite.com](http://www.footrite.com)), MediBrace ([www.medibrace.com](http://www.medibrace.com)), Fitness Toys ([www.fitnessstoy.com](http://www.fitnessstoy.com)), and Insoles Fast ([www.insolesfast.com](http://www.insolesfast.com)). All of these companies provide a wide selection of top quality products; superior customer service, competitively low prices, and a convenient outlet for customers to access all of their product needs.

About Boxwood Capital Partners, LLC:

Boxwood Capital Partners is a private equity firm focused on investing in and acquiring profitable lower middle market companies with defensible competitive advantages and attractive growth prospects in a variety of industries such as ecommerce, manufacturing, business services, distribution, consumer products and services, and opportunistic situations. Our professionals have direct operating experience and thus bring value-added expertise with respect to business development, operations, technology, implementation, and finance.

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