

## FOR IMMEDIATE RELEASE



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### **SHOCKOE COMMERCE GROUP RANKS #4 ON RICHMOND BIZSENSE LIST: THE RVA 25**

*Richmond-based yoga and fitness manufacturer and retailer showed 111% average annual revenue growth*

Shockoe Commerce Group, LLC (<http://www.shockoecommerce.com>), a portfolio company of Boxwood Capital Partners, is pleased to announce that Richmond BizSense ranked the Richmond-based e-commerce retailer #4 on their inaugural list, The RVA 25. This exclusive list represents the most comprehensive ranking of the city's fastest-growing and most dynamic companies; companies that support our local economy by creating new jobs and bring about innovative products and services. With a 111% average revenue growth, the company also increased their workforce by over 67% in the past two years alone, creating 19 new positions. With a three year revenue growth rate of 400%, they've pushed their sales from \$3.2 million in 2009 to \$16 million in 2012. The success of Shockoe Commerce Group, headed by CEO Patrick Galleher, has been tapping into the attractive and rapidly-growing yoga and fitness market. Shockoe Commerce recently launched their own brand of performance yoga mats, apparel, and gear: **Dragonfly™ Yoga, LLC** (<http://www.dfyoga.com>). Dragonfly Yoga is now found in many leading sporting goods retailers and is fast becoming becoming the performance yoga brand of choice amongst students and professionals alike. As well as landing high on Richmond BizSense RVA 25, Shockoe Commerce also recently landed at # 1060 on Inc's Top 5000 List, #64 in Inc's 2013 Top 100 Consumer Products and Services List, and #61 in Inc's 2013 Top 100 Virginia Companies List.

The company is also the owner and operator of the internet's best yoga wholesalers: Yoga Accessories (<http://www.yogaaccessories.com>) and Yoga Direct (<http://www.yogadirect.com>). Shockoe Commerce Group supports a healthy, active lifestyle by primarily supplying yoga, meditation, spiritual, food and beverage, and wellness products to customers in the U.S. and internationally. "I enjoy reading Richmond BizSense and am proud to be ranked #4 on their newest list," said Patrick Galleher, CEO of Boxwood Capital Partners. "Our products range from wholesale items that supply yoga studios, schools, and gyms across the country, as well as specialty items for the more advanced yogi. We are always looking to improve and expand on the products we offer -- innovative and unique products that serve our customers and solve common problems they might have. We expect considerable growth through the next five years, and our in the process of expanding our office -- creating new positions and hiring several new employees to help us grow our brand."

#### **About Shockoe Commerce Group, LLC**

Shockoe Commerce is a portfolio company of Boxwood Capital Partners, a private equity firm based in Richmond, Virginia. Shockoe Commerce owns and operates several yoga brands and manufacturers, such as Yoga Direct, Yoga Accessories, and Everything Yoga. Our partners and investors have significant operational, internet, finance, technology, sales, and marketing experience, and are focused on building a portfolio of businesses of wholesale and retail consumer products across several categories including yoga, lifestyle, food & beverage, office supplies, and fitness. Shockoe Commerce Group's business portfolio also includes Coffee Wholesale USA , Snack Warehouse , Office Saver, Best Insoles, Best Swimming, Footrite , MediBrace, Fitness Toys, and Insoles Fast. 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.

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