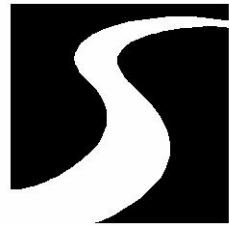


July 2005

An affiliate of



Longroad
Asset Management

has sold

Aluma Enterprises, Inc

AlumaSystems

to

Brand Services, Inc

BRAND
Brand Services, Inc.

A portfolio company of JPMorgan Partners

CAN \$255,000,000

www.longroadllc.com

Stamford, CT

Austin, TX