

LAKEVIEW EQUITY PARTNERS ANNOUNCES INVESTMENT
Sees Growth Potential for Distributor of Fire and Safety Equipment

Milwaukee, Wis., February 13, 2006 – Lakeview Equity Partners, LLC, a Milwaukee-based private equity fund, announced an investment in 5 Alarm Fire & Safety, Inc., Fort Atkinson, Wis.

“We’re very enthusiastic about making the investment in 5 Alarm Fire & Safety,” said W. Kent Velde, president of Lakeview Equity. “It is a very well-managed company that offers industry-best products. We believe the company’s extensive sales and service network represents excellent opportunities for acquisition of new customers and expansion of its product lines.”

5 Alarm Fire & Safety is one of the largest fire and safety equipment distributors in the Midwest. The company distributes high-quality, brand-name fire and safety equipment, including breathing apparatus, protective clothing, rescue gear, hazmat products and ambulances. The company’s diverse customer base includes fire departments, emergency government departments, municipalities and industrial plants throughout the Midwest.

5 Alarm President Joseph Landowski and Vice President Paul Kotz, along with their management team, will continue to manage the company’s day-to-day operations.

“5 Alarm has experienced significant growth since its inception in 1994,” said Landowski. “We are excited about our future and look forward to working with Lakeview Equity Partners to continue the growth and expansion of our business.”

“Our partnership with Lakeview Equity will allow us to push forward and explore growth strategies that were not previously possible,” added Kotz.