



LAKEVIEW EQUITY
PARTNERS LLC

Lakeview Equity Partners Sells onPeak, LLC
*Divests Chicago-based Event Travel Services Company to
Global Experience Specialists*

Milwaukee, WI, October 9, 2014 – Lakeview Equity Partners, a Milwaukee-based private equity fund, has divested its majority interest in onPeak LLC to Global Experience Specialists (GES), a wholly owned subsidiary of Viad Corp (NYSE:VVI), a publicly traded company based in Phoenix, Ariz.

onPeak, based in Chicago and with offices in Atlanta, is a premier provider of housing services for more than 200 events worldwide each year. The company was founded as Travel Technology Group (TTG) in 1984; Lakeview Equity acquired a majority interest in TTG in 2008. Subsequently, TTG acquired the assets of Ambassadors, LLC, an event housing services company located in Atlanta, and renamed the combined company onPeak, LLC, in December 2009.

onPeak is a leading housing services provider in the large meeting, tradeshow and events industry, providing event organizers and their customers with full-service housing and travel solutions using award-winning technology. Viad, through its subsidiary GES, is also a leading provider of services to the event industry.

“onPeak has experienced significant growth, both organic and through acquisition, during the past six years and has been an outstanding investment for Lakeview,” said Kent Velde, president of Lakeview Equity Partners, LLC. “The acquisition of onPeak is an excellent strategic fit for Viad. As part of GES, onPeak is positioned for continued growth and success.”

“The acquisition of onPeak positions GES to be a full service provider to its tradeshow and live event customers worldwide,” said Joe Cesarz, managing director of Lakeview Equity Partners, LLC.

About onPeak, LLC

OnPeak provides the events industry with dynamic solutions in housing services and travel reservations. Serving as official provider for more than 200 events worldwide each year, onPeak provides strategic, creative and effective housing programs for each partner. Tenured staff ensure success with the best tools and highest levels of service, from hotel contracting to customized reporting and promotional campaigns. Headquartered in Chicago, onPeak is powered by a team of industry experts and its proprietary, award-winning COMPASS Reservation System® and has been defining the standards for event housing since 1984.

About Lakeview Equity Partners, LLC

Lakeview Equity Partners, LLC, is a \$40 million-plus private equity fund that focuses on investments in traditional, Midwest-based, middle market companies valued from \$5 million to \$40 million. Lakeview Equity makes investments in transactions that support ownership change; provide capital for growth; and create ownership change opportunities for managers and employees. The firm's principals have more than a century of collective experience as successful entrepreneurs, chief executive officers and investors, with a broad base of financial, transactional and operating experience. Lakeview Equity's mission is to identify and invest in strong, well-managed middle market companies to achieve continued growth and profitability. To learn more about Lakeview Equity Partners, visit www.lakeviewequity.com.

About Viad

Viad is an S&P SmallCap 600 company. Viad operates through its Marketing & Events Group, composed of Global Experience Specialists and affiliates, and its Travel & Recreation Group, composed of Brewster Travel Canada, Glacier Park, Inc. and Alaska Denali Travel. For more information about Viad and its Marketing & Events Group, visit the company's website at www.viad.com.

###