



Hudson Ferry Capital Invests in ASAP Industries

New York - December 31, 2008 – Hudson Ferry Capital is pleased to announce that it has made an investment in ASAP Industries, LLC. ASAP Industries (www.asapind.net), located in Houma, LA, and certified by the American Petroleum Institute, is a niche manufacturing company that specializes in making wellhead and drill-thru equipment used in the production of oil and natural gas. ASAP serves a diverse customer base of original equipment manufacturers, rental equipment companies, and oil field service companies. Management retains significant ownership in the company which was founded in 2001 and has grown rapidly since its formation.

The investment in ASAP is consistent with Hudson Ferry's strategy of investing in lower middle market companies that can benefit from a relationship with seasoned business professionals. The Principals of Hudson Ferry have a longstanding track record of making successful investments in niche manufacturers.

"We add value to our portfolio companies beyond just providing capital. With ASAP, we can support and invigorate the Company's plan for growth while providing management with additional tools to measure success," said Bruce Robertson, a Partner of HFC.

"ASAP has numerous avenues for growth, including expanding its customer base, increasing the products and services it offers existing customers and more aggressively pursuing repair and refurbishment services," said Mr. Timothy DeRoche, founder and CEO of ASAP. Mr. DeRoche has participated in the industry for more than 25 years.

About Hudson Ferry Capital

Hudson Ferry Capital (www.hudsonferry.com) is a New York-based private equity firm that specializes in investing in lower middle market companies. The firm partners with entrepreneurial owners and managers of established privately owned companies that are differentiated through product or process innovation. The principals of Hudson Ferry have invested in 27 companies that participate in industries such as: building products, janitorial and sanitary supply, niche manufacturing, business services and outsourcing. As a trusted financial partner, Hudson Ferry can provide liquidity to current owners, provide capital to execute a growth strategy, and assist in transitioning an organization from a smaller or regional family-owned business into a larger, integrated enterprise.

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