



Media Contact

Williams Consulting, LLC

Kiersten Williams

516.746.7121

kwilliams@williams-consult.com

**Capstone Business Credit Funds
\$21.2 Million for Caffeine, Inc.**

**Designer and Manufacturer of Hip, Young Men's Global Lifestyle
Brand Signs with Venture Merchant Banking Firm**

New York, NY – April 5, 2007 – Capstone Business Credit, LLC, a venture merchant banking firm today announced the signing of a two-year, \$21.2 million financing deal with Caffeine, Inc., a New York-based company involved in the design, selling and manufacturing of a full young men's sportswear collection targeted to the 18-40 year age bracket.

The Capstone deal represents \$13,800,000 million in factoring and \$7,400,000 million in purchase order financing. The funding will allow Caffeine to expand both the design and sales team, product categories and implement marketing strategies to grow into a \$30 million dollar business within the next few years. Moreover, Caffeine plans to launch an accessory line in 2008 that will include hats, bags and belts and a full women's fashion collection in 2009.

Caffeine is best known for fashion-forward men's collections found in better department stores and specialty stores nationwide, with distribution deals in Canada, Japan, Europe and Australia.

"The Caffeine brand has grown incredibly fast over the past 3 years," said Alex That, CEO of Caffeine, Inc. "It took us 15 years to get to this point. We were the king of a small niche in the mid-to-late 1990's," continued Mr. That. "Now, this funding is at a perfect time to help us expand globally."

Capstone Business Credit infuses working capital into businesses and employs alternative financial structures such as factoring and purchase order financing to firms in a 'cash crunch.'

“Most clients are unable to obtain traditional forms of lending, which are typically asset-based,” explains John Rice, managing member of Capstone Business Credit. “The old school criteria for lending is outdated, and does not reflect today’s innovative thinking among the dynamic small business and entrepreneurial marketplace,” continued Rice. “We are pleased to welcome Caffeine to our growing list of progressive, entrepreneurial firms.”

ABOUT CAPSTONE BUSINESS CREDIT, LLC

Capstone Business Credit, LLC, a privately-held, venture merchant banking firm, provides structured financing to companies that are involved in the domestic and international trade of finished consumer and industrial products. These firms are in a ‘cash crunch’ due to high demand for successful product lines or are in a turnaround or bankruptcy situation.

The firm infuses working capital into businesses with typical sales of less than \$100 million and provides unique structured financial products designed to provide the additional working capital needed to take advantage of incremental sales opportunities that smaller firms often lose, forfeiting growth opportunities.

Capstone has provided more than \$1 billion in funding to small businesses across a wide range of industries that include electronics, bath and body, apparel, flooring, marble and concrete, wine, kosher foods and ladies handbags, among others.

For more information about Capstone Business Credit, LLC visit www.capstonetrade.com

ABOUT CAFFEINE, INC.

As a pioneer in the merging of music, dance and fashion, Caffeine made its imprint on American pop culture in the 1990’s. With a record label, entertainment division, nightclub, and national tour, Caffeine solidly anchored its clothing line to the lifestyle it promoted. Long established as one of the most exciting and recognizable brands in the American underground youth culture, Caffeine has once again emerged as an innovator, designing fashion-forward, global lifestyle collections for young men and women. For more information, visit www.caffeineculture.com.

#