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Lake Michigan Mailers, Inc. Co-Founders Create Fund to Celebrate Student Achievement in Business

Lake Michigan Mailers announced today that company co-founders Robert and Karen Rhoa have created a fund at Kalamazoo College to celebrate student achievement in business education.

Kalamazoo, Michigan, October 7, 2015 - Lake Michigan Mailers, Inc. announced today that company co-founders Robert and Karen Rhoa have created **The Robert and Karen Rhoa Fund** at Kalamazoo College. The fund will be used to underwrite **The Robert and Karen Rhoa Prize in Business** and **The Robert and Karen Rhoa Prize for Outstanding Senior Individualized Project in Business**. Each prize will be awarded to a graduating senior majoring in business based on achievement of select criteria established by the Rhoa's and administered by the faculty of the College's Department of Economics and Business. The inaugural prizes will be awarded during commencement weekend in June 2016.

David Rhoa, current president of Lake Michigan Mailers, Inc. and son of Robert and Karen Rhoa, is a 1990 alumnus of "K" where he earned a B.A. in economics and business. His Senior Individualized Project (SIP) was *An Analysis of New Geographic Markets and Projected Location Development Alternatives for Lake Michigan Mailers, Incorporated*. David's SIP was fully implemented by the company following his graduation. Today, Lake Michigan Mailers, Inc. is a leading provider of data, document, and distribution solutions serving customers around the world.

"Kalamazoo College is the perfect venue to demonstrate our family's continuing commitment to fostering a student's passion for business and entrepreneurial studies," said Robert Rhoa, CEO and co-founder of Lake Michigan Mailers, Inc. "A student majoring in business at K will have benefited from a dynamic, multi-discipline approach to business and entrepreneurship. Achievement in this major and achievement in the Senior Individualized Project are worthy of acknowledgement and celebration," added Karen Rhoa, Chairman and co-founder of Lake Michigan Mailers, Inc.

About Lake Michigan Mailers, Inc.:

Lake Michigan Mailers, Inc. is a family owned and managed company with processing centers in Kalamazoo, Michigan and South Bend, Indiana. The company is a leading provider of document management, mail assembly, mail processing, presorting, data management fulfillment, and distribution services to companies, schools, colleges and universities, health care providers, governmental entities and organizations throughout the United States, Canada, the United Kingdom, Europe, and Australia. Additional information about Lake Michigan Mailers, Inc. can be found on the company's web site at <http://www.barcodemail.com> or on Facebook at <http://www.facebook.com/barcodemail> or on Twitter at <http://www.twitter.com/barcodemail>.

About Kalamazoo College:

Kalamazoo College (www.kzoo.edu), founded in Kalamazoo, Mich., in 1833, is a nationally recognized liberal arts college and the creator of the *K-Plan* that emphasizes rigorous scholarship, experiential learning, leadership development, and international and intercultural engagement.

Kalamazoo College does more in four years, so students can do more in a lifetime.

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