

# MPG EQUITY PARTNERS LLC

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[www.mpgequity.com](http://www.mpgequity.com)

November 6, 2014

**MPG Equity Partners LLC ("MPG Equity") is pleased to announce its investment in Laboratory Analytics, Inc. d/b/a MouseHouseApp ("MouseHouse").**

## MouseHouse

MouseHouse ([www.mousehouseapp.com](http://www.mousehouseapp.com)) is an iPad + web application that allows researchers in the life-sciences community to track experimental data, health, and complex breeding schemes of laboratory mice. Based in Chicago, Illinois, MouseHouse has already gained significant recognition and was the winner of the 2012 Chicago Booth New Venture Challenge (past winners include GrubHub, Braintree, and Bump Technologies).



MouseHouseApp

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## MPG Equity

MPG Equity ([www.mpgequity.com](http://www.mpgequity.com)) is a Chicago based privately funded family office that invests in healthcare, business, and consumer service companies, with a focus on niche manufacturing and value-added distribution. MPG Equity partners with management teams to increase value by accelerating revenue growth, both organically and through complimentary acquisitions. We are cash buyers looking for businesses with EBITDA of \$1-5 million.

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**For additional information on MPG Equity or this transaction, or if you would like to discuss an investment opportunity, please contact Michael Goy at:**

**MPG Equity Partners LLC**  
17 East Monroe Street, #219  
Chicago, IL 60603  
[www.mpgequity.com](http://www.mpgequity.com)

**Michael Goy**  
Managing Partner  
Phone: 630.334.8131  
[mgoy@mpgequity.com](mailto:mgoy@mpgequity.com)