

CATTERTON NAMED INTERNATIONAL PRIVATE EQUITY FIRM OF THE YEAR BY THE M&A ADVISOR

Catterton Also Named Private Equity Firm of the Year for Second Year in a Row

Awarded Deal of the Year in Connection with Pain Doctor Investment

Greenwich, CT – April 29, 2015 – Catterton, the leading consumer-focused private equity firm, is honored to have been named International Private Equity Firm of the Year by The M&A Advisor in recognition of its cross-border investments over the past year. Catterton's recent cross-border transactions include John Hardy, a renowned luxury designer jewelry brand available across 27 countries and regions; Intercos S.p.A, the leading supplier to the cosmetics and beauty category based in Italy; and Sweaty Betty, the premier premium women's activewear brand in the United Kingdom.

As stated by The M&A Advisor, the Annual Awards were established to honor "the leading dealmakers, firms and transactions" and to "celebrate the creativity, perseverance and ingenuity of our industry's professionals."

In addition, Catterton has been named the "Private Equity Firm of the Year" for 2014; it is the second year in a row for Catterton to receive this recognition. Catterton was awarded "Deal of the Year" for its investment in Pain Doctor, one of the firm's recent consumer healthcare investments. Catterton is also pleased to have had its investments in Ainsworth Pet Nutrition, the leading independent manufacturer and developer of premium pet food, and 360fly, the category creator in 360 degree digital video products, named as Finalists for Deal of the Year.

Scott Dahnke, Managing Partner at Catterton, said, "We are truly honored to have been selected by the M&A Advisor as both International Private Equity Firm of the Year and Private Equity Firm of the Year. 2014 was a very active year for Catterton, and we are gratified to have our team's accomplishments recognized, especially in light of the remarkable talents of our peers and the many outstanding firms under consideration. Since Catterton's founding, we have been singularly focused on building enduring businesses by adding true, measurable value to each of our investments. These awards acknowledge our collective success, both in delivering financial acumen and operational expertise to companies with differentiated offerings in attractive categories, and in partnering with strong leadership teams to help great brands reach their full potential."

Michael Chu, Managing Partner at Catterton, said, "2014 was an exceptional year for Catterton. We are gratified that our longstanding investment track record, our strategic vision, and the notable accomplishments of the year have been recognized by The M&A Advisor. These awards highlight the strength and depth of our talented team, our operating experience and our collective approach to reaching shared goals. Together, we look forward to working with each of our portfolio management teams to realize the opportunities ahead and build upon the successes of the past year."

2014 Accomplishments

Catterton made ten new investments in 2014, including 360Fly, Ainsworth Pet Nutrition, Beanitos, Flywheel Sports, Hopdoddy, Intercos, John Hardy, and Sweaty Betty. Meanwhile, Catterton exited five investments, including the sale of Van's Natural Foods to The Hillshire Brands Company.

Catterton has expanded its team and now has 55 experienced investment and operating professionals, including 18 Investment and Operating Partners, collectively comprising one of the deepest and largest teams in the middle market.

About Catterton

Catterton is the leading consumer-focused private equity firm with more than \$4.0 billion currently under management and a twenty-five year track record of success in building high growth companies. Since its founding in 1989, Catterton has leveraged its category insight, strategic and operating skills, and network of industry contacts to establish one of the strongest private equity investment track records in the middle

market. Catterton invests in all major consumer segments, including Food and Beverage, Retail and Restaurants, Consumer Products and Services, Consumer Health, and Media and Marketing Services. Catterton's investments include: Restoration Hardware, Baccarat, PIRCH, John Hardy, CorePower Yoga and Flywheel Sports, Outback Steakhouse, Plum Organics, Mendocino Farms, Noodles & Company, PIADA, Frederic Fekkai, Build-A-Bear Workshop, Wellness and Nature's Variety pet food, Kettle Foods, Odwalla and P.F. Chang's, to name a few. More information about Catterton can be found at catterton.com.

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