

JustFoodForDogs Receives Significant Investment from L Catterton's Growth Fund

Investment will accelerate growth and expansion to bring JustFoodForDogs' fresh, natural, home-cooked pet food to new markets

LOS ALAMITOS, CA and GREENWICH, CT – April 25, 2017 – JustFoodForDogs, the first-to-market retailer of small batch, home-cooked pet food, today announced that it has received a significant growth investment from L Catterton, the largest consumer-focused private equity firm in the world. The investment was made from L Catterton's Growth Fund. Terms of the transaction were not disclosed.

JustFoodForDogs was founded by Shawn Buckley in 2010 out of his desire to elevate the nutritional quality of traditional dog food. After seeing his dogs' health transform once he began cooking for them, Buckley realized that a pet food business could be both life-changing and commercially viable. From this vision, he built the world's first "pet food kitchen" where human-grade meats and vegetables were turned into healthy meals for dogs and cats. Today, JustFoodForDogs operates eight locations across Los Angeles and Orange County and remains the first branded retailer that prepares pet meals in open kitchens within retail stores. JustFoodForDogs' human-grade fresh and frozen meals are also sold online (JustFoodForDogs.com).

JustFoodForDogs has a devoted following of thousands of customers and their four-legged family members as well as hundreds of forward-thinking veterinarians, who have become some of the Company's most valuable partners. "Some of our best outcomes, the most dramatic success stories, are achieved through working closely with vets and their patients," said veterinarian Dr. Oscar E. Chavez, BVetMed MRCVS, Chief Medical Officer. Dr. Chavez leads a JFFD team of seven vets.

"We are proud of the support we have received from our loyal customers and veterinarian partners, all of whom want the best for their pets and have seen the extraordinary results that healthy, home-cooked food can make in pets' lives," said Buckley. "With this investment from L Catterton, we will continue preparing the nutritious, high-quality food we always have, but now with the resources to expand into new markets and bring a healthier life to more pets nationwide."

Howard Steyn, Partner, L Catterton Growth Fund, said, "JustFoodForDogs is the clear leader in small batch, home-cooked pet food, which is poised to capture meaningful share in the large and growing premium dog food market. The Company is at the cross section between key consumer trends: clean eating, ingredient transparency and home cooking for health, and the humanization of pets. We look forward to partnering with their outstanding team to grow and expand the brand."

"We are thrilled to partner with L Catterton as we progress our mission of producing food products that extend the quality and length of life of pets," said JustFoodForDogs' CEO, Carey Tischler. "L Catterton's outstanding track record in the area of pet food and pet health paired with their deep consumer growth expertise and excellent resources will greatly accelerate our development and geographic exposure."

About JustFoodForDogs

We started JustFoodForDogs with one simple, primary objective – to increase the quality and length of life for as many pets as possible through a proven, balanced, whole food diet. We accomplish that mission in four ways... we make daily food and treats for healthy dogs and cats, we have a line of veterinary support recipes for dogs with specific illnesses, we custom formulate nutrients and food into very specific diets for dogs and cats with special health issues and we have a line of veterinary supplements. All of our food is made from ingredients inspected and approved by the USDA for human consumption and we add all of the necessary nutrients to make our meals complete and balanced. Our recipes are developed by our own team, which includes seven veterinarians and a cadre of pets and pet parents.

About L Catterton

With over \$14 billion of equity capital across six fund strategies in 17 offices globally, L Catterton is the largest consumer-focused private equity firm in the world. L Catterton's team of more than 140 investment and operating professionals partners with management teams around the world to implement strategic plans to foster growth, leveraging deep category insight, operational excellence, and a broad thought partnership network. Since 1989, the firm has made over 150 investments in leading consumer brands. L Catterton was formed through the partnership of Catterton, LVMH and Groupe Arnault. For more information about L Catterton, please visit lcatterton.com.

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