



River Hollow Partners Makes Growth Capital Investment in Kriser's Natural Pet

NEW YORK, NY, March 18, 2015 – River Hollow Partners announced today that it completed a growth capital investment in Kriser's Natural Pet. Named Best Overall Pet Retailer by *Pet Product News International* and at the Global Pet Expo, Kriser's is a fast-growing pet retailer specializing in natural pet food, treats, supplies and grooming services. Kriser's currently operates 26 stores in Chicagoland, Southern California, Houston and Denver, with plans for several new store openings in the years to come. River Hollow Partners led this latest round, which also included investments from entities advised by Quadrant Capital Advisors and existing Kriser's shareholder Alliance Consumer Growth. The terms of the transaction were not disclosed.

Founded in 2006 and often referred to as "Whole Foods for pets," Kriser's is at the forefront of the flourishing \$58 billion pet industry. Kriser's stores are a one-stop shop for a pet's natural lifestyle, and the company's success to date is based on a model of consumer and employee education while providing an unparalleled shopping experience in a clean and inviting space. In addition to its well-curated selection of natural food and treats, Kriser's also offers grooming services and a wide array of toys and supplies. The company's unwavering mission to help pets live happier, healthier lives, *naturally*, has led to both national and regional accolades, including being named America's Best Pet Retailer for the past three years.

"Kriser's visionary founders, expert store staff, customer loyalty, and fast growing market segment collectively position them for tremendous success," says Amy Wolf, partner at River Hollow Partners. "We're thrilled to be part of Kriser's very bright future." Ms. Wolf will be joining the Board of Directors.

"We are extremely proud and excited to add another outstanding partner and investor to our Kriser's family," says Brad Kriser, founder and CEO of Kriser's Natural Pet. "River Hollow joins our existing equity partner Alliance Consumer Growth, in the midst of a great run of extraordinary comp store and overall revenue growth for Kriser's. River Hollow's retail operations expertise will further enhance Kriser's ability to earn a leadership role in the fast-growing natural pet retail category. We're excited for this partnership."

“We have been tremendously impressed with the Kriser’s team,” says Christopher Spahr of Meadow Lane Capital, “and we are excited to see River Hollow Partners, with its unique operating experience and long term perspective, join ACG as a value added partner to the company.”

Meadow Lane Capital LLC served as financial advisor to Kriser’s, and Loeb & Loeb LLP acted as legal advisor to River Hollow Partners.

ABOUT RIVER HOLLOW PARTNERS

River Hollow Partners is a family office backed, lower mid-market investment firm focused on companies with enterprise values up to \$100MM in the manufacturing, distribution, energy services, consumer products and retail sectors. For more information on River Hollow Partners, please visit www.riverhollowpartners.com or contact Adam Deutsch at adeutsch@riverhollowpartners.com.

ABOUT KRISER’S NATURAL PET

Kriser's, often referred to by its customers as the "Whole Foods for pets," is a multi-unit pet retailer specializing in natural pet food, supplies and grooming. Founded by lifelong pet owner and healthy pet advocate Brad Kriser, the company has opened 26 locations in four markets – Chicagoland, Denver, Southern California and Houston – all based on a model of educating consumers and providing an unparalleled shopping experience and a clean and inviting store area. All products sold in Kriser's stores are carefully selected by Brad and his team, and endorsed as "Kriser's Approved" only after extensive review. In addition to carrying a large variety of natural food and treats brands, which have no corn, soy or by-products, Kriser's also offers grooming services and a wide selection of toys and supplies.

At the forefront of the all-natural segment of the flourishing pet industry, Kriser's has grown steadily with an unwavering commitment to pets. In addition to its recent 2014-2015 Retailer of the Year Award from *Pet Product News International* and finalist spot in Pet Age's Business of the Year Awards in the Natural Products category, Kriser's also received the Best Overall Multi-Unit Pet Retailer at the 2013 and 2015 Global Pet Expos. For more information, please visit www.krisers.com.

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