



River Hollow Partners Leads Growth Capital Investment in the Dancing Deer Baking Company

NEW YORK, NY, August 20, 2014 – Private equity firm River Hollow Partners announced today that it has made an investment in Dancing Deer Baking Company, a nationally-branded manufacturer of gourmet, baked goods sold across multiple distribution channels. Terms of the transaction were not disclosed.

Established in 1994, Dancing Deer Baking Co sells premium-quality kosher-certified cookies, brownies, cakes and baking mixes in the specialty/natural products, foodservice/travel/hospitality, business gifts and direct-to-consumer marketplaces. Many of the Company's products have won national NASFT (National Association of the Specialty Food Trade) excellence awards, and have been recognized by *The Today Show*, *The View*, *Good Morning America*, the *New York Times*, *USA Today* and the *Boston Globe*. Headquartered in Boston, Massachusetts, Dancing Deer sells its products in over 4,600 retail stores spanning all 50 states, in addition to its direct-to-consumer, reseller and corporate gift channels.

Kevin Charlton, Managing Partner at River Hollow Partners said: "We are enthusiastic to partner with current shareholders and Dancing Deer's management team, led by Frank Carpenito, to provide the capital needed to continue the Company's impressive growth."

As part of our diligence for this investment we once again engaged with nextMOVE to develop wholesale customer feedback and insight on purchasing decisions. Its research helped RHP make our investment decision and gave the Dancing Deer management team helpful feedback on the customer relationships and sales process," said Amy Wolf, Partner at River Hollow. nextMOVE conducted a customer assessment/analysis centered on Dancing Deer's key customers to supplement River Hollow's legal and financial due diligence activities

Frank Carpenito, President & CEO of Dancing Deer, added "We are very excited about the potential impact River Hollow's new growth capital investment will have on our Company as we look to accelerate growth and

broaden our product offering in the coming years. We have had very solid performance in recent years, and look forward to River Hollow's input, guidance, and strategic and operational expertise to help us realize the full growth potential of our business."

Mr. Charlton and Amy Wolf, both Partners at River Hollow, will be joining the Board of Managers.

BellMark Partners, LLC acted as financial advisor to Dancing Deer, and Loeb & Loeb LLP acted as the legal advisor to River Hollow Partners.

ABOUT RIVER HOLLOW PARTNERS

River Hollow Partners is a lower mid-market private equity firm focused on companies with enterprise values up to \$100MM in the manufacturing, distribution, oil field 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.

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River Hollow Partners, 437 Madison Avenue, 36th Floor, New York, NY 10022
www.riverhollowpartners.com