



For Immediate Release

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ARLINGTON CAPITAL ADVISORS ADVISES CATTERTON ON ITS INVESTMENT IN PURE BARRE

Birmingham, AL – April 30, 2015 Arlington Capital Advisors, LLC, a boutique investment bank that specializes in advising closely held consumer businesses, announced today that its principals acted as exclusive financial advisors to Catterton in its growth capital investment in Pure Barre. Pure Barre is the established leader in barre-based fitness and has over 300 barre fitness studios across 42 states and the District of Columbia. Catterton’s investment will be used to support Pure Barre’s continued expansion across the U.S. and internationally to capitalize on rapidly growing consumer participation in specialty and barre-based fitness. Catterton’s investment in Pure Barre adds to its portfolio of companies in the high- growth, specialty fitness and athletic apparel space including current investments in CorePower Yoga, Flywheel Sports, and Sweaty Betty.



Arlington Capital Advisors has a history of executing transactions in the specialty fitness sector and previously represented Pure Barre in its sale to WJ Partners in 2012. “We’ve had long-standing, strong relationships with both Catterton and the leadership team at Pure Barre,” said Vann Russell, Managing Partner of Arlington Capital Advisors. “Catterton is a leading consumer-focused private equity firm with significant experience investing in the specialty fitness space. Pure Barre is a premier lifestyle brand and the largest and most recognized concept in the growing barre-based fitness sector. It’s a natural fit and we’re thrilled to have helped facilitate this partnership.”

About Arlington Capital Advisors

Arlington Capital Advisors, LLC is a boutique investment bank that specializes in providing middle-market businesses with advisory services. Arlington focuses on providing strategic advice to our clients, including sell-side and buy-side mergers and acquisitions, sourcing growth capital and other capital-centric strategic alternatives for businesses across a wide array of industries including a specific focus and expertise in

consumer businesses. Securities offered through M&A Securities Group, Inc. M&A Securities Group, Inc. and Arlington Capital Advisors are not affiliated companies.

For more information on Arlington Capital Advisors, visit www.arlingtoncapitaladvisors.com.

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.

For more information on Catterton, please visit www.catterton.com.

About Pure Barre

Pure Barre is the largest, most established barre concept in the nation with over 300 studios across the country and is an extremely effective total body workout. It is an intelligent exercise and utilizes the ballet barre to perform small isometric movements in order to create long, lean muscle without bulk. With a unique franchise business model, Pure Barre has created an opportunity for entrepreneurs with a passion for Pure Barre to pursue their dreams doing what they love.

For more information on Pure Barre, visit www.purebarre.com.