



**For Immediate Release
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ARLINGTON CAPITAL ADVISORS ADVISES PURE BARRE IN ITS TRANSACTION WITH WJ PARTNERS

Denver, CO – October 25, 2012 Arlington Capital Advisors, LLC, a boutique investment bank that specializes in advising closely-held middle market businesses, announced today that it advised and facilitated a private equity recapitalization of Pure Barre Franchising, LLC and its affiliates (“Pure Barre” or the “Company”) by Spartanburg, South Carolina based WJ Partners. Arlington Capital Advisors’ principals, acting as registered securities agents of Burch & Company, Inc., were the exclusive financial advisors to Pure Barre on the transaction.



The Principals of Arlington Capital Advisors acted in their capacity as registered securities agents of Burch & Company, Inc. in this transaction. Arlington and Burch are not affiliated.

Founded in 2001 by Carrie Rezabek Dorr, Denver, Colorado based Pure Barre is the leader and premier brand in the rapidly-growing barre based fitness industry, with 100

studios open across 29 states and the District of Columbia and a strong pipeline to support future growth. Pure Barre's fitness technique, fusing elements of ballet, Pilates and weights, is considered one of the fastest, most effective ways to change the shape of your body. Using small isometric movements at a ballet barre, Pure Barre lifts the seat, tones thighs, abs and arms and burns fat in record breaking time.

"Carrie has created a true cult consumer brand and has positioned the Company well for future growth. From the onset of our work with Pure Barre, our focus was to pair the Company with a financial partner capable of helping Carrie and the Pure Barre team leverage the existing brand and rapidly growing studio base to take the business to the next level," said Vann Russell, Managing Director of Arlington Capital Advisors. "We feel very confident that we found such a partner in WJ Partners, which shares common values with Pure Barre and its management team. We are excited to watch this new partnership flourish."

"The team at Arlington supported us through the entire process and really worked hard to help us find the right partner and secure an intelligent investment," said Carrie Rezabek Dorr, Founder and CEO of Pure Barre.

About Arlington Capital Advisors

Arlington Capital Advisors, LLC is a Birmingham-based boutique investment bank that specializes in providing middle-market businesses with M&A advisory services. Arlington focuses on 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. Securities offered through Burch & Company, Inc. Burch & Company, Inc. and Arlington Capital Advisors are not affiliated companies. For more information on Arlington Capital Advisors, visit www.arlingtoncapitaladvisors.com. The testimonial contained herein is not a guarantee of future performance or success.

About Pure Barre

Pure Barre is the country's leading personal fitness concept focused on the rapidly-growing ballet barre method. Pure Barre operates a network of 100 franchise locations across 29 states and the District of Columbia. Through its unique method, Pure Barre is a total body workout that lifts your seat, tones your thighs and burns fat in record-breaking time. Utilizing the ballet barre to perform small isometric movements set to music, Pure Barre is the fastest, most effective and safest way to change your body. Students see results in just 10 classes. For more information on Pure Barre, please visit www.purebarre.com.

About WJ Partners

WJ Partners is a Spartanburg, South Carolina based private equity firm focused on investing in lower middle-market companies. WJ Partners' significant experience and expertise enable it to add value by providing financial strategic and management resources in order to capture growth opportunities and enhance operating efficiency. WJ Partners invests across a wide range of industries, with a particular expertise in business services, consumer products and services, financial services, and industrial services. For more information on WJ Partners, please visit www.wjpartners.com.