

PEAK ROCK CAPITAL PORTFOLIO COMPANY HUNTER'S SPECIALTIES, INC. ACQUIRES BUCK BOMB, INC.

Austin, TX, April 30, 2015 – Hunter's Specialties, Inc. ("Hunter's Specialties" or the "Company"), a portfolio company of Peak Rock Capital ("Peak Rock"), an Austin, Texas based private equity firm, announced today that it has acquired Buck Bomb, Inc. ("Buck Bomb"), a leading supplier of hunting attractants.

Headquartered in Crofton, Maryland, Buck Bomb sells Buck Bomb branded animal attractant products utilizing its revolutionary, patented scent dispersal system. The company's product portfolio includes Buck Bomb branded scent attractants, feed attractants and related hunting accessories. The products are sold in leading mass merchant retailers, sporting goods retailers and independent dealers.

Peter Leibman, Managing Director of Peak Rock Capital, said, "We are excited to invest in Buck Bomb and to continue its tremendous growth trajectory. The acquisition of Buck Bomb by Hunter's Specialties demonstrates management's ability, with Peak Rock's assistance, to identify and execute highly strategic add-on acquisitions designed to accelerate revenue growth at Hunter's Specialties."

John Trull, CEO of Hunter's Specialties, added, "Buck Bomb has a strong competitive position, a leading hunting brand and a unique product portfolio in a key growth category. We believe Buck Bomb's products are a complementary fit within Hunter's Specialties' portfolio and are excited to bring the Buck Bomb team on board, as we continue to focus on innovation and drive growth at Hunter's Specialties."

Rick Schmidt, President of Buck Bomb, commented, "The team at Buck Bomb is excited to join Hunter's Specialties. We have consistently been impressed by the commitment of Peak Rock and the management of Hunter's Specialties to that company's vision for growth. We believe there is an outstanding opportunity to further accelerate this vision by combining our businesses."

ABOUT BUCK BOMB PRODUCTS, LLC

Buck Bomb, Inc. is a leading supplier of hunting attractant products. The Company offers Buck Bomb branded hunting lures utilizing its revolutionary, patented scent dispersal system, as well as feed attractant and related hunting accessories. For further information about Buck Bomb, please visit www.buckbomb.com.

ABOUT HUNTER'S SPECIALTIES

Hunter's Specialties is a Cedar Rapids, Iowa based leading manufacturer and supplier of hunting accessories. Hunter's Specialties manufactures and supplies branded hunting products, including scent control products, game calls, attractants, wildlife management products, and general hunting accessories. The Company's customers include leading mass merchant and sporting goods retailers and distributors. For further information about Hunter's Specialties, please visit www.hunterspec.com.

ABOUT PEAK ROCK CAPITAL

Peak Rock Capital is a leading middle-market private equity firm that makes equity and debt investments in companies in North America and Europe. Peak Rock focuses on investing in opportunities where it can support senior management in driving rapid growth and profit improvement through operational and strategic changes. Peak Rock's principals have deep expertise in complex situations and cross border transactions, with the ability to provide tailored capital solutions and close transactions quickly where

speed and certainty are priorities. For further information about Peak Rock Capital, please visit www.peakrockcapital.com.

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