

PEAK ROCK CAPITAL AFFILIATE ACQUIRES HUNTER'S SPECIALTIES

Austin, TX, April 4, 2014 – An affiliate of Peak Rock Capital (“Peak Rock”), an Austin, Texas based private equity firm, announced today that it has acquired Hunter’s Specialties, Inc. (“Hunter’s Specialties” or the “Company”), a leading manufacturer and supplier of hunting accessories.

Headquartered in Cedar Rapids, IA, Hunter’s Specialties is a leading manufacturer and supplier of branded hunting products for mass merchant and sporting goods retailers. The Company’s portfolio includes, scent control products, game calls, attractants, wildlife management products, and general hunting accessories. Founded in 1977, the Company has developed several marquee brands in the category, including Hunter’s Specialties®, Scent-A-Way®, HS Strut®, Johnny Stewart®, Vita-Rack®, and Wayne Carlton’s Calls®.

Anthony DiSimone, CEO of Peak Rock Capital, said, "As demonstrated by a number of our recent acquisitions, we are actively seeking to expand our portfolio of leading consumer products companies. We are excited to apply our resources and expertise to assist Hunter’s Specialties in enhancing its growth and strategic position."

Peter Leibman, Managing Director of Peak Rock Capital, added, "Hunter’s Specialties has a strong competitive position with a unique product portfolio, leading brands and long-standing customer relationships. We believe Hunter’s Specialties is an excellent platform for expansion through new product development and strategic add-on acquisitions. We are excited to work with the Company’s visionary founders and outstanding management team in pursuing these opportunities."

David and Carman Forbes, founders of Hunter’s Specialties, commented, "We are very proud of what the Company has been able to accomplish with the help of our employees, customers, and suppliers over its 38 year history. We are pleased that Peak Rock is investing in Hunter’s Specialties and that the Company will benefit from the firm’s strategic and operational expertise to help guide it to the next level of success."

Larry Bildstein, CEO of Hunter’s Specialties, commented, "We are excited to partner with Peak Rock and are certain that we will benefit from Peak Rock’s knowledge of the industry and its resources, as we seek to capitalize on the opportunities available to expand our business. This is an exciting time for Hunter’s Specialties, and we look forward to growing our business in partnership with our customers, suppliers and employees."

ABOUT HUNTER’S SPECIALTIES

Hunter’s Specialties is a Cedar Rapids, IA based 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 an Austin, TX based private equity firm that makes debt and equity investments in middle market companies. Peak Rock invests in companies 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, 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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