
FOR IMMEDIATE RELEASE

Centerfield Participates in the Recapitalization of Evriholder Products

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INDIANAPOLIS, IN – Centerfield Capital Partners announced today it has invested in the recapitalization of Evriholder Products, Inc., a developer and manufacturer of houseware products. Centerfield invested both subordinated debt and equity in the company. CID Capital Partners, an Indianapolis-based private equity fund, led the transaction.

Evriholder designs, develops and manufactures innovative consumer products. The company's line includes products used for cleaning, storage and organization, as well as products for the kitchen and bar. Evriholder has experienced consistent, high double digit growth for the past four years, introducing an average of 20 to 25 products each year. The company's customers include Wal-Mart, Bed Bath & Beyond and other major retailers of consumer products.

"We are excited about the opportunities to expand our product line," said Gary Seehoff, CEO of Evriholder. "Since starting the company more than 14 years ago, we have steadily grown our product lines while increasing market share. While North America will continue to be our focus, the capital provided by Centerfield and CID will enable us to capitalize on some very promising opportunities abroad."

Faraz Abbasi, who led the deal team for Centerfield, stated, "We are pleased with our new partnership with CID and Evriholder. The founders of Evriholder, Gary Seehoff and Ivan Stein, have built a strong management team and have a clear strategic vision for the company. We share their enthusiasm, as well as CID's, for the company's growth prospects."

"Working with the team at Centerfield on this deal was a pleasure. We appreciated Centerfield's responsiveness and creativity in structuring a deal that met both CID's objectives as well as Evriholder's objectives," commented Scot Swenberg, Managing Director of CID.

About Centerfield Capital Partners

Centerfield Capital Partners is a private equity firm that provides subordinated debt and equity financing to middle market companies, primarily in the Midwest. Centerfield invests in profitable companies generating more than \$10 million in annual revenue to facilitate changes in ownership, recapitalizations or growth. Investments are generally between \$2 and \$15 million. With more \$175 million in capital under management in two funds, Centerfield is among Indiana's largest private equity firms, and is the state's largest mezzanine provider to lower middle market companies. Additional information is available at the company's website, www.centerfieldcapital.com.