



### **Harren Equity Partners Sponsors Recapitalization of Marianna Industries, Inc.**

CHARLOTTESVILLE, Virginia, June 17, 2010 – Harren Equity Partners, a private equity firm dedicated to the lower middle market, is pleased to announce that it has completed the recapitalization of Marianna Industries, Inc., including its affiliates R/C International, Inc. and Essential Products, Inc., in partnership with management and the founding family.

Marianna Industries is a leading developer, manufacturer, importer, marketer and distributor of products for the beauty care industry. Marianna is the largest supplier dedicated exclusively to the beauty care industry and is the only competitor to provide a comprehensive offering of both consumable wet goods (e.g., shampoo, hair color) and dry goods (e.g., shears, combs, clippers). Founded in 1968, the Company is headquartered in Omaha, Nebraska and boasts a roster of blue-chip customers that includes leading salon groups, professional beauty supply dealers and distributors, cosmetology schools and world-class consumer products companies. Please visit [www.mariannaind.com](http://www.mariannaind.com) for more information about the company.

Michael Cosentino, Sr., Chairman Emeritus and son of company founder and industry icon Salvatore (Rudy) Cosentino, reflected, "Dad would definitely have been proud today. He started this company from humble beginnings and named it after our Mom, Marianne. Second, third and fourth generation family members are still an important part of the company. That is why it was so important to partner with a group like Harren, who recognizes the uniqueness of our culture and will not disrupt that." Bill Cosentino, President and also a son of the founder, added, "Mike and I interviewed several firms with the money and the experience, but the management team really felt comfortable with the guys from Harren."

This investment marks Harren's return to the consumer products sector, where the firm realized a very successful investment in Virginia Candle Company in 2007. Similar to Marianna, Virginia Candle had both long and short run batching and filling operations and sourced accessory products from Asia. Notably, Harren has engaged Charles I. Lunsford, former President and CEO of Virginia Candle, to provide his targeted expertise to Marianna during its investment period.

Harren Equity Partners is a Charlottesville, Virginia based private investment firm dedicated to the growth and development of industry-leading companies through the creation of strong partnerships with outstanding management teams. Harren's unique approach focuses on operational excellence and insightful strategic analysis, rather than financial engineering. The principals of Harren have significant operating experience and work closely with portfolio company management teams to continue to grow companies and improve profitability. Harren focuses on investment opportunities in the lower middle market, defined as companies with \$20 million to \$150 million of annual revenue, in a broad range of industries.

For more information about the transaction or Harren Equity Partners, please visit [www.harrenequity.com](http://www.harrenequity.com) or contact either of George M. Urban or James C. Evans at 434.245.5800.