



HARREN EQUITY PARTNERS

Harren Equity Partners Completes Recapitalization of SimplyShe, Inc.

CHARLOTTESVILLE, Virginia, September 14, 2011 – Harren Equity Partners, a private equity firm dedicated to the lower middle market, is pleased to announce that it has completed the recapitalization of SimplyShe, Inc., in partnership with management.

SimplyShe is the leading designer, importer and distributor of pet apparel and fashion accessories. The Company markets high quality, trend-driven and functional pet lifestyle products to leading retailers including Petco and Walmart. Founded in 1999, SimplyShe is headquartered in San Francisco, California. SimplyShe has been featured in publications such as *Entrepreneur* and *Fortune Small Business* and on two CNBC series—*How I Made My Millions* and *The Big Idea with Donny Deutsch*. Please visit www.simplyshe.com for more information about the company.

Maria Peevey, Founder and Chief Executive Officer, commented on the new partnership, “Now is the right time for SimplyShe to have a partner like Harren who can provide financial and strategic support as we continue to grow. I selected Harren because they get it; they looked past the surface to understand what it is that truly makes SimplyShe so unique. I’m really excited for the future.”

This investment continues Harren’s track record of sponsoring strong management teams at emerging, high growth potential companies in the consumer products space. Last year, the firm recapitalized Marianna Industries, a leading developer, manufacturer, and distributor of products for the beauty care industry. In 2007, Harren realized a very successful investment in Virginia Candle Company. In the consumer products industry, Harren seeks companies with a core competency in product development, a culture of innovation and entrepreneurial management teams.

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 \$200 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 or contact George M. Urban at 434.245.5800.