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## CONSUMER GROWTH PARTNERS ANNOUNCES SALE OF BASKINS ACQUISITION HOLDINGS, LLC

Boot Barn Announces Definitive Agreement to Acquire Baskins Stores

IRVINE, CA--(Marketwired - May 9, 2013) - Boot Barn, America's favorite western and work wear store, has reached an agreement to acquire Baskins stores, including the company's 30 retail locations and online website ([www.baskins.com](http://www.baskins.com)). Boot Barn stores are located in 21 states across the country, while Baskins has a strong presence in Texas and Louisiana. The acquisition further solidifies Boot Barn's position as the largest specialty retailer in the western and work wear industry with stores extending from California to Florida and from the Dakotas to Texas.

Based in Houston, Baskins opened its first store in the small town of Trinity, Texas in 1972. Through the years they have demonstrated an enduring commitment to the local communities in which they operate by focusing on small town values of friendliness, fairness and honesty. "Adding Baskins to the Boot Barn family enables us to bridge our West Coast and East Coast presence and provides us with immediate entry into the core markets of Texas and Louisiana with a critical mass of store locations. We are extremely respectful of Jack Gunion and his talented management team, along with the Company they have created. Baskins is a terrific fit in terms of geographic footprint, merchandise offering and, most importantly, our shared philosophy toward customer satisfaction," said Jim Conroy, CEO of Boot Barn. "I would also acknowledge all of the ongoing efforts of the Boot Barn management team, who continue to work tirelessly to grow our business through both organic growth and new store acquisitions. Together, the combined team of Baskins and Boot Barn will continue to deliver the best brands, exceptional value and a superb customer experience across the country," Jim added.

"Over recent years, we have transformed Baskins from a general merchandise store to a leading specialty retailer focused on the western consumer," said Jack Gunion, CEO of Baskins. "Successfully completing that transition positioned us well to be competitive in the important Texas market. By joining the Boot Barn family, we will now be able to offer our Guests an even broader product offering with the same values they have come to expect."

With the addition of Baskins, Boot Barn will operate 147 stores in 23 states including Arizona, California, Colorado, Florida, Georgia, Idaho, Indiana, Illinois, Iowa, Louisiana, Minnesota, Montana, Nevada, New Mexico, North Carolina, North Dakota, Oregon, South Dakota, Tennessee, Texas, Utah, Wisconsin and Wyoming, as well as online shopping available via our websites. The acquisition is expected to close in the second quarter.

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Baskins was purchased in July 2009 by Consumer Growth Partners, Banyan Mezzanine Fund, CapSource, Diamond State Ventures, Grassmere Partners and MidStates Capital with a vision to grow from a 16 store general merchandise chain in Texas to a leading Western and Work Wear chain in the Southwest. This vision was realized with the sale of Baskins to Boot Barn.

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