



CONSUMER
GROWTH
PARTNERS

CONSUMER GROWTH PARTNERS ANNOUNCES ACQUISITION OF BASKINS GROUP LTD.

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We are pleased to announce the acquisition of Baskins (www.baskins.com), a leading retail chain of Western, Work and Weekend Wear in East Texas. Baskins, a privately held company headquartered in Livingston, Texas, was founded in 1972 by the Baskin family and currently operates 16 stores in towns across East Texas. Baskins primarily sells nationally recognized name-brand apparel, footwear, accessories, gifts and home décor products to value-minded working families.

Consumer Growth Partners assembled an investor syndicate that includes Banyan Mezzanine Funds, CapSources Funds, Diamond State Ventures and Mid States Capital to purchase the company from Transition Capital Partners, a private equity firm based in Dallas, Texas. Sarowdin Partners, based in Denver, Colorado represented the sellers. The Rose Law Firm represented the investor group and Lock Lord Bissell & Liddell represented Transition Capital Partners.

About Consumer Growth Partners ("CGP")

Consumer Growth Partners (www.consumergrowth.com) with offices in New York and Kansas City is an independent private equity sponsor that focuses exclusively on investments in the retail, branded consumer products and restaurant sectors. Founded in 2005, CGP has a relationship-driven and long term investment orientation with company owners and management to provide them opportunities for liquidity while significantly enhancing the enterprise value of their business through growth and/or operational improvement. CGP seeks companies that have a compelling proposition, proven economics, significant profit growth potential and an experienced management team. CGP has approximately 100 debt and/or equity capital partners with a broad range of investment capability in terms of size and type and carefully matches the needs of the company with the desires of the investor(s).