



CONSUMER  
GROWTH  
PARTNERS

## CONSUMER GROWTH PARTNERS ANNOUNCES

### ACQUISITION OF I.O. METRO, LLC

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Consumer Growth Partners is pleased to announce the acquisition of I.O. Metro, LLC ([www.io-metro.com](http://www.io-metro.com)), a lifestyle specialty retailer that sells innovatively designed and reasonably priced modern and eclectic furniture, home furnishings, wall art and accessories. I.O. Metro was founded in 2005 by Jay Howard and Bill and Helen Benton. The Company is headquartered in Lowell, AR and currently operates 21 stores across eight states in the South and Midwest regions of the U.S.

Consumer Growth Partners assembled an investor group that includes Banyan Mezzanine Funds and Diamond State Ventures to purchase the Company. All current owners as well as the entire management will be part of the new company. Stephens Inc. acted as the financial advisor to the Company. The Rose Law Firm represented the investor group, and Friday, Eldridge & Clark represented the Company in the transaction.

About Consumer Growth Partners ("CGP")

Consumer Growth Partners ([www.consumergrowth.com](http://www.consumergrowth.com)) with offices in White Plains, NY and Kansas City is an independent private equity sponsor that focuses exclusively on investments in the specialty retail and branded consumer products sectors. Founded in 2005, CGP has a relationship-driven and long term investment orientation with company owners and managements to provide them opportunities for liquidity and/or growth.

With its capital partners, CGP can significantly enhance the enterprise value of their portfolio companies through growth and/or operational improvement. CGP seeks to invest in companies that have a compelling proposition, proven economics, significant profit growth potential and an experienced management team. I.O. Metro fits all these criteria and represents Consumer Growth Partners' sixth investment since the end of 2007.