



CONSUMER
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CONSUMER GROWTH PARTNERS ANNOUNCES

INVESTMENT IN VIOLIFE LLC

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Consumer Growth Partners (CGP) is pleased to announce an investment in VIOLife LLC (www.violife.com), a leading developer, marketer and distributor of fashionable, functional and affordable oral and personal care products and accessories. Founded in 2004 and based in Yonkers, NY, the Company's products are available in many specialty stores, mass merchants and drug stores as well as on-line, TV and catalogs.

In addition to Consumer Growth Partners and its co-sponsor PMC Partners, the investor and lending group includes Banyan Mezzanine Funds, Diamond State Ventures and Siena Lending Group LLC. As a result of this transaction, CEO Jonathan Pinsky and his team are well positioned to accelerate the growth of the Company across its multiple product categories and channels of distribution.

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

Consumer Growth Partners seeks to invest in companies that have a compelling proposition, proven economics, significant growth potential and an experienced management team. VIOLife LLC fits all these criteria and represents CGP's seventh investment since its inception.

For further information regarding this transaction, please contact either Bill Reisler or Jeff Teeven in Kansas City (816.960.1771) or Richard Baum in New York (914.220.8337).