

**FOR IMMEDIATE RELEASE**

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**IMPERIAL CAPITAL ACQUIRES KENRA – AN OUTSTANDING PLATFORM FOR GROWTH IN THE BEAUTY INDUSTRY**

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Imperial Capital of Toronto, as sponsor of Imperial Capital Acquisition Fund III, along with operating management, has completed the acquisition of substantially all of the assets of Kenra, LLC, a privately-held, Indianapolis-based hair care manufacturer and marketer.

"Kenra is one of the fastest growing professional hair care companies in North America," says Jeffrey Rosenthal, Managing Partner of Imperial Capital. "We have been actively and strategically researching the beauty and personal care industry over the past five years and are very excited with this acquisition."

The COO of Kenra, Ltd., Steve Nerney, notes that "the company has produced and marketed professional hair care products since 1959. We pride ourselves on delivering performance-based products to the market. We look forward to working with Imperial Capital, and the significant resources that they bring, to provide hair care solutions to our rapidly growing base of loyal stylists and salon clients in the years to come." Together with the flagship Kenra brand, the company produces and markets the Platinum line of products, consisting of advanced shampoos, conditioners and styling formulas for color-treated and damaged hair. Kenra also produces and markets Elasta QP, a line of ethnically-oriented hair care products.

Bob Goehrke, CEO of Cleveland-based Dream Team Marketers International Inc., a well-respected industry veteran working with Imperial Capital on the acquisition, indicated that his objective is to identify and work with best-of-class companies. In a variety of operating roles, Mr. Goehrke has helped build various world-class beauty brands, including Clairol, Matrix, and Bath & Body Works. "Kenra produces superior products and has tremendous growth potential – it's a great acquisition for Imperial Capital," says Goehrke. "The Kenra brand is never diverted to the mass marketplace – that's one of the main reasons why salons have been so supportive of Kenra over the years."

Imperial Capital will help grow Kenra and will continue to seek out related acquisitions in the beauty and personal care industry. "Imperial Capital has an active and ongoing interest in this industry," says Jonathan Sherman, Vice-President of Imperial Capital, "and we believe that Kenra represents an outstanding platform for growth. Kenra is represented in salons across North America. It has strong relationships with its distribution partners, as well as the beauty salons and stylists that use and sell its products. We have a very high degree of confidence in our partners, Kenra's management team, and we look forward to working with them on the company's strategic growth plan."

Imperial Capital is a Toronto-based private equity group with a strong track record for delivering exceptional returns through leveraged acquisitions and stewardship of select corporations.

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