



## IMPERIAL CAPITAL ACQUIRES NUTRI-VET, LLC

**Toronto, September 7, 2011** – Imperial Capital Group of Toronto is pleased to announce the acquisition of Nutri-Vet, LLC, owner of Nutri-Vet® and Best Pet Health® brands, for Petra Pet, Inc. (owner of the Beefeaters® and PetraVet® brands), a portfolio company of Imperial Capital's fourth fund. Based in Boise, Idaho, Nutri-Vet is a leader in the pet nutraceutical sector and markets vitamin-supplements, joint-care, dental-care and other health-focused products for dogs, cats and equines. Founded in 1996, Nutri-Vet has a long track record of superior quality and innovative products that are distributed by leading retailers throughout the U.S., Canada and Mexico.

"We are very pleased to be adding the Nutri-Vet team and products to Petra Pet," said Stephen Lister, Managing Partner of Imperial Capital. "Combining the innovative expertise of these two companies will lead to exciting new product possibilities in functional and nutraceutical treats."

Dean Triandafellos, CEO of Petra Pet commented, "Nutri-Vet brings a comprehensive pet-wellness product offering to Petra Pet that will enhance the existing business. Additionally, Nutri-Vet's established presence in multiple sales channels will be invaluable to the combined business going forward. Through this acquisition, Imperial Capital has provided Petra Pet with the resources required to support and achieve Petra Pet's expansion plans." Brian Mirsky, Chairman of Petra Pet, added, "Nutri-Vet's management team has demonstrated the skill required to build a successful brand and create new, innovative products that address gaps in the nutraceutical market. I am eager to work alongside the team and to continue to grow the company."

Charles Francis, President of Nutri-Vet, and Stephen Twohig, Vice President Sales, will remain in their current roles and as shareholders. Mr. Francis commented, "From the beginning, Stephen and I really liked the combination of strategic and financial expertise demonstrated in the partnership between Petra Pet and Imperial Capital. We think this will be very beneficial for our customers and their pets and look forward to a bright future for the business."

The transaction was structured as an asset purchase with all lending being provided by BMO Bank of Montreal.

Founded in 1989, Imperial Capital Group is a Toronto-based private equity firm with a strong track record of acquiring and building entrepreneurial and family-owned businesses in the Canadian and American middle markets. Imperial works with high-calibre management teams and industry-experienced CEO Partners to accelerate growth and enhance the operating performance of its portfolio companies. Imperial's current investments include Lise Watier Cosmétiques Inc. (cosmetics, skincare, and fragrances), Schulman Associates Institutional Review Board, Inc. (pharmaceutical services), and Petra Pet, Inc. (pet treats and consumables). Imperial is currently investing its fourth fund.

For further information contact:

Imperial Capital Group Ltd.  
Stephen Lister  
Managing Partner  
Ph: (416) 362-3658

Petra Pet, Inc.  
Dean Triandafellos  
CEO  
Ph: (201) 854-6157

Nutri-Vet, LLC  
Charles Francis  
President  
Ph: (208) 377-1938