



Mach Speed Holdings, LLC Acquires Bear River International, LLC

We are very pleased to announce that Mach Speed Holdings, LLC (www.machspped.com), a Transition Capital Partners ("TCP") portfolio company (www.tcplp.com), has acquired the consumer products company Bear River International, LLC ("BRI", www.bearriver.net). Mezzanine financing was provided by Nashville-based Petra Capital Partners and St Louis-based Bush O'Donnell Capital Partners, both of whom also participated in the equity investment with TCP.

Established in 2009, with locations in Bentonville, AR and Frisco, TX, BRI is led by Jim Fife, a former Wal-Mart buyer of 9 years and Aaron Womack, the company's CFO. According to Jim, "BRI built its reputation by working closely with retail buyers to identify opportunities in certain product categories. We then work together to develop full-service solutions to maximize both parties' sales and profitability. The Mach Speed partnership is exciting for us as it enhances our ability to continue growing in other mass market retailers, including the online space".

BRI's strategy includes licensing or developing brands to enhance their product's value. Their current product portfolio includes brands such as "Black Ops" Airsoft products, "Garanimals" preschool toys, "Yahama" R/C boats, and many other best sellers. BRI products can be found in several Tier-1 retailers, including Wal-Mart, Target, and Toys "R" Us.

According to Rick Baldwin, TCP Managing Director, "Mach Speed's acquisition of Bear River continues our strategy to build a highly diversified, vertically integrated, consumer products company, with the ability to design, source, distribute, sell and market into the various mass retail channels. We are very excited about working with Jim and Aaron, and about the collective Company's future."

About Mach Speed Holdings

Mach Speed Holdings is headquartered in Ada, OK with offices in San Diego, CA, Dallas, TX, Bentonville, AR and Hong Kong. Mach Speed is the leading manufacturer and distributor of "opening price point" MP3, MP4, and various other digital media players. Mach is also a top supplier of earbuds and related accessories on Amazon through its JLab Audio division which was acquired earlier this year. Under the leadership of its CEO, Bill Howells, and other members of the leadership team including Josh Rosenfield, Win Cramer, and most recently Jim Fife and Aaron Womack, Mach Speed continues to increase the depth of its product base and its ability to support the needs of both its retail and on-line customers. Transition Capital Partners invested in Mach Speed Technologies in 2011 and acquired JLab Audio and Bear River International in 2012. For more information, please visit related websites at www.machsppedtech.com, www.jlabaudio.com and www.bearriver.net.

About Transition Capital Partners

Transition Capital Partners is a 19 year old Dallas-based private equity firm investing in leveraged recapitalizations and management buyouts of well-managed, entrepreneurial, lower middle market service oriented businesses. TCP is particularly successful investing in high growth companies where additional management and strategic resources are required by the existing ownership group. We typically provide the entrepreneur an opportunity to gain liquidity, while maintaining a significant stake in the business for future upside, and if desired, a reduced management role. For more information about Transition Capital Partners, please visit www.tcplp.com or contact Jason Faucett at (214) 978-3812 or jason@tcplp.com

About Petra Capital Partners

Petra Capital Partners, LLC is a private equity firm based in Nashville, Tennessee. The firm is actively investing its second SBIC fund, Petra Growth Fund II, which has \$160 million of available capital to invest. Its previous funds under management total \$130 million. Petra provides subordinated debt and/or preferred stock to high growth companies for expansion, acquisition, buyout or recapitalization in partnership with the founding management team. Petra seeks to invest up to \$15 million in growth companies that possess a minimum of \$10 million in revenue and positive EBITDA at the time of investment. The fund targets business, healthcare and information technology services companies. For more information, please visit Petra's website at www.petracapital.com.

About Bush O'Donnell Capital Partners

St. Louis-based Bush O'Donnell Capital Partners LLC is the fund manager of Eagle Fund I LP and Eagle Fund II LP, licensed Small Business Investment Companies. Bush O'Donnell makes mezzanine and private equity investments of between \$2 and \$10 million and has more than \$250 million under management. For more information, please visit Bush O'Donnell's website at www.bushodonnell.com.