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WINONA CAPITAL MANAGEMENT PARTNERS WITH REVELRY BRANDS TO FUND GROWTH INVESTMENT IN I AND LOVE AND YOU

CHICAGO (MAY 13, 2014) — “I and love and you”, an ultra-premium line of natural pet care products, announced today that it has received a growth investment from Chicago-based Winona Capital Management and Boulder-based Revelry Brands. The investment will be used to fuel growth nationwide.

“Winona is proud to partner with ‘I and love and you’ and Revelry,” said Jason Sowers, a Principal at Winona Capital who will join the “I and love and you” Board of Directors. “Steve Ball, CEO and co-founder, and his team conceived of and built an innovative product line that has experienced great success in the natural foods channel. This round of funding will allow the company to accelerate its growth across the country,” said Sowers.

Founded in 2012, “I and love and you” has established itself as a premium line of pet care products that celebrates the emotional bond between pet and pet parents. The “I and love and you” product line is a complete, multi-category natural pet solution that consists of kibble, canned and dehydrated food, as well as treats and supplements for cats and dogs. The company prides itself on utilizing grain-free, high-grade protein and other premium ingredients in its formulations.

“This strategic investment from Winona Capital Management will enable us to become a defining voice in what optimal nutrition and whole pet health mean for the broader pet market,” said Steve Ball, CEO and Co-Founder of “I and love and you”. “What’s more, the Winona Capital partnership provides us additional access to a depth of experience in supporting high growth brands.”

As a founding member of the Pet Industry Sustainability Coalition, “I and love and you” strives to be a model for sustainable advancement in the pet industry.

Cascadia Capital, a Seattle-based investment bank with expertise in the pet industry, acted as exclusive financial advisor to the company on the transaction.

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About “I and love and you”

Founded in 2012 by a team of industry veterans and pet care experts, “I and love and you” (iandloveandyou.com) knows all about that special bond between pets and humans. Committed to helping give pets the very best, all products meet rigorous ingredient standards and are approved by an on-staff holistic veterinarian. I and love and you has created the first Total Pet Care Solution with natural, easy-to-use products: healthy food, treats + chews and supplements + remedies. “I and love and you” offers everything a well-rounded pet needs.

About Revelry Brands

Revelry Brands is an investment firm focused on providing growth-stage private equity to unique, innovative businesses in the natural foods and consumer products categories. Its companies have management teams with proven track records, innovative offerings, and authentic stories that translate into successful lifestyle brands. Revelry's commitment to investing hands-on operational expertise alongside its investment capital allows it to work with exceptional people and companies who are truly looking for a partner. Founded in 2009, Revelry Brands is led by the former co-founder and CEO of Bear Naked, EVOL and “I and love and you” and is advised by a seasoned team of financial stalwarts and food industry innovators. Revelry Brands is based in Boulder, CO. For more information, please visit: www.revelrybrands.com.

About Winona Capital Management

Winona Capital Management provides acquisition and growth capital to consumer goods and services businesses in the lower middle market. Winona partners with high energy, passionate executives who have a shared focus on building great brands with sustained growth over long-term investment horizons. Winona Capital manages more than \$300 million on behalf of its family office and institutional investors. For more information, please visit www.winonacapital.com.

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