



WINONA CAPITAL
MANAGEMENT



FOR IMMEDIATE RELEASE

WINONA CAPITAL MANAGEMENT INVESTS IN KJUS

For Immediate Release (Chicago, Illinois & Zug, Switzerland): January 9, 2013 - Winona Capital Management is pleased to announce the completion of a growth equity investment in KJUS, a leading, premium skiwear and active lifestyle company. The investment will help accelerate the global growth of the brand.

"We are excited to partner with Winona Capital," remarked Didi Serena, co-founder and CEO of KJUS. "Their industry knowledge and experience will be very valuable. As we embark on the next phase of our growth, we believe Winona Capital is a great match for KJUS."

"We are overjoyed to partner with Didi, Lasse and the rest of the KJUS team," stated Luke Reese, Managing Director of Winona Capital Management. "KJUS has the most technically advanced products in the industry, as demonstrated by their market leading position in Europe. We look forward to building on this strength and helping to expand their global presence."

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 sustained growth over long-term investment horizons. Winona Capital manages more than \$125 million on behalf of its investors. For more information, please visit www.winonacapital.com.

About KJUS

KJUS, founded by Didi Serena and Lasse Kjus, started with its first collection of ski jackets in 2000. KJUS stands for functionality, comfort and individual design. The company focuses on innovative features and new materials for maximum stretch, breathability, lightness, freedom of movement and comfort. KJUS products bring uncompromising style and performance from the mountains to the cities. For more information, please visit www.kjus.com.

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