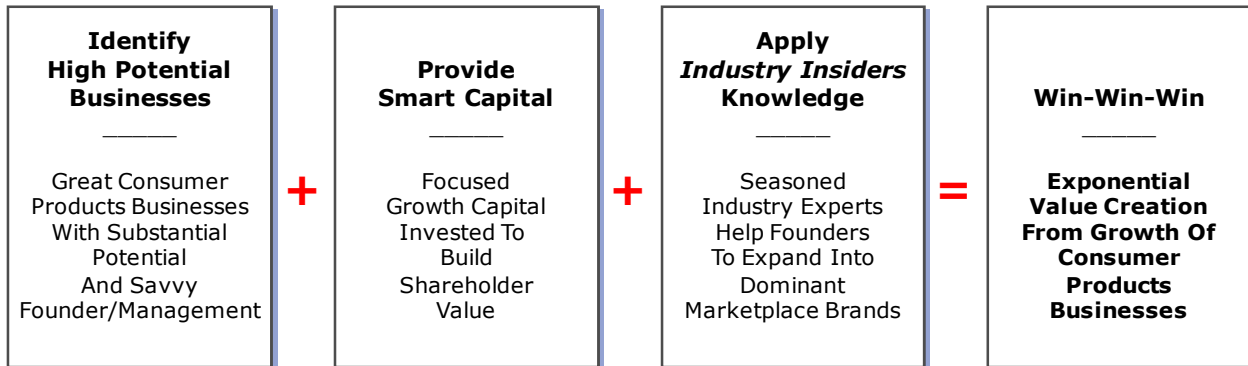


OVERVIEW

2x Consumer Products Growth Partners joins with founders and management of emerging consumer products businesses capable of growing exponentially via an infusion of capital and management expertise.

Focus:	Categories:	Due To Our Growth Perspective, Businesses Are Likely To Have Characteristics Of:
	<ul style="list-style-type: none"> ✓ Food ✓ Beverage ✓ Personal Care ✓ Home Care ✓ Pet Care ✓ Other Branded Consumer Products 	<ul style="list-style-type: none"> ✓ Natural ✓ Organic ✓ Ethnic ✓ Specialty ✓ Gourmet
Revenue:	Primarily within the \$1 million to \$15 million revenue range; Never pre-revenue businesses	
Ownership:	Minority ownership stake as part of a partnership most common; Majority interest or complete buyout not atypical	
Investment Criteria:	<ul style="list-style-type: none"> ✓ Founders/management team seeking a partner, not just an investor ✓ Powerful consumer-driven positioning with exceptional product fulfillment ✓ Strong sense of “proven-ness” based on in-market performance ✓ Exponential growth potential to at least \$30+ million in revenue within 3 to 5 years ✓ Categories that immediately leverage our expertise ✓ Attractive go-to-market approach leading to sound long-term financial proposition 	

FORMULA FOR SUCCESS



VALUE-ADDED RESOURCES

2x Consumer Products Growth Partners bring more than 250 years of directly relevant expertise to complement and support founders/management. We leverage our industry expertise, contacts and connections for the benefit of the companies. Our experience and operating approach is the main attraction for entrepreneurs.

“The unparalleled depth of experience in the industry is helping gDiapers achieve our goals ... business, social and environmental.”

– Jason Graham-Nye, CEO/dad and co-founder, gDiapers

CONTACT INFORMATION

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ANDREW S. WHITMAN, MANAGING PARTNER

Andy Whitman is a successful consumer products executive and investor who melds the experience of a Fortune 100 executive with the passion and resourcefulness of an entrepreneur. After a successful career with General Foods and Kraft Foods and recognizing that nurturing smaller businesses to achieve rapid growth was his passion, he founded 2x Management in 2001 to invest in and operate small- and mid-sized consumer products companies including *gDiapers* eco-friendly diapers, *Wellness/Old Mother Hubbard* all-natural pet foods and *Eagle* snacks.

Whitman contributed to more than doubling revenue at *Wellness/Old Mother Hubbard* and growing EBITDA significantly ahead of revenue growth rate despite aggressive growth investments. Importantly, he partnered with management to leverage his expertise, contacts and connections to build *Wellness* into a powerhouse brand in the natural products industry – now ranking in the top 2% in sales among all natural products industry brands.

Whitman began his career managing icons like *Kool-Aid* and *Tang*. After years of delivering results on big brands, he jumped at the opportunity to run small, autonomous businesses within Kraft in a shirtsleeves environment. With unusually broad operating experience that included dedicated plants and/or sales forces but only a fraction of usual resources per dollar of revenue, he quickly proved his strengths as a collaborative, hands-on business builder. Taking charge of brands as small as \$10 million that Kraft had been unable to grow or run profitably, Whitman's entrepreneurial leadership produced outstanding results. For example, he grew a ready-to-drink beverage brand from a money-loser that the corporation wanted to divest into the foundation of today's highly profitable \$1 billion business.

Whitman's track record as an operator is equally enviable whether managing businesses small or large. Brands under his direction have grown exponentially on volume, revenue, and/or earnings fronts: *Country Time* and *Tang* powdered soft drinks, *Taco Bell Home Originals* Mexican foods, *Mr. Freeze* freezer bars, *Philadelphia* snack bars and *DiGiorno* pastas and sauces. Whitman's ability to grow businesses comes from his proven general management experience built upon a diverse breadth of prior functional assignments, including marketing, sales, operations planning and corporate development.

Whitman serves as a member of the board of directors of *gDiapers* and sits on the advisory board of Reserve Brands LLC (*Eagle* snacks) and *The Nibble*. He currently or previously assisted pro bono by serving as a board member for the Jewish United Federation Foods & Hospitality Trade Sector, Marketing Executives Network Group (MENG), Venture Board of the Women's Self-Employment Project and White Plains Child Day Care Association, a Head Start agency.

Whitman received a B.B.A. from the University of Wisconsin and an M.B.A. from Northwestern University's Kellogg School of Management. He is an outdoor adventure traveler, an aggressive skier, an avid college basketball fan, a Culinary Institute of America-trained cooking enthusiast, and a devoted Parrothead – as a result of traveling early in his career with singer Jimmy Buffett while leading the national introduction meetings for *Corona Light*, now the #1 imported light beer.

GARY R. SEBEK, MANAGING PARTNER

Gary Sebek is a well rounded consumer products operator having served as CFO and CEO in several industry leading, high growth companies. His experience integrates a background in executive business administration, strategic development, operations and corporate finance including P&L/balance sheet management, annual/strategic planning process leadership, capital structure strategies implementation, large scale information systems deployment and supply chain transformation. Sebek's mergers and acquisitions experience includes having bought, sold, recapitalized and financed several consumer products companies.

With 17 years experience in corporate finance and over 9 years specific to consumer goods in the natural and organic industry, Sebek joined *Aurora Organic Dairy* as CFO in 2005 to direct all corporate finance, assist in the development of strategic planning and manage corporate banking and financing relationships. Since joining *Aurora Organic Dairy*, he has co-led the evolution of private label organic milk with four fold (4x) revenue growth while leading all corporate banking and equity funding initiatives, which totaled more than \$80 million. Sebek was promoted to Executive Vice President in 2006 while continuing in the CFO role.

Previously, Sebek served as President and CEO of *Rudi's Organic Bakery*, leading the twenty-six fold growth (26x) from \$2 million to \$52 million including the merger and integration of 3 smaller organic bread brands to form *Charter Baking* where he was President and COO. During this time, he led the formation of a national warehouse and DSD distribution system, automation and expansion/relocation of bakery and corporate offices and overtaking established competitors to become the leading market share natural/organic brand. This achieved a significant exit for Company shareholders. Sebek was formerly the CFO at *Rudi's Organic Bakery* and began his career in public accounting with *KPMG*.

Sebek holds a B.A. in Accounting from DePaul University (Chicago, IL) and his CPA certification under the University of Illinois. He received his M.B.A. specializing in Business Development and Operations from the University of Colorado.

DAVID L. BAUSERMAN, OPERATING PARTNER

Dave Bauserman is recognized throughout the industry for his breadth of operations knowledge and ability to effectively negotiate solutions that benefit all stakeholders. The majority of his 35-year career has focused on operations and manufacturing at General Foods and Kraft Foods. His industry experience includes processing, packaging and distribution of liquid and dry, refrigerated, frozen and ready-to-eat, boxed, pouched, bottled and canned products produced under regulations including USDA and FDA. He has held positions ranging from frontline plant operations to executive leadership.

Since leaving Kraft in 2002, Bauserman has been an active part of the 2x Management team, where he assists in operations due diligence for prospective investments and serves as an ongoing resource to businesses including *Wellness/Old Mother Hubbard* all-natural pet foods and *Eagle* snacks. He assisted management to identify co-packers allowing for closure of a high cost, capacity-constrained *Old Mother Hubbard* plant, resulting in substantial expansion in gross margins.

Previously, Bauserman led Kraft's external (3rd party) manufacturing organization that managed a complex producer network of over 100 companies and 150 plant locations across the USA and Canada. He developed and executed outsourcing strategies that facilitated expeditious new product introductions, improved asset utilization, minimized capital investments and maximized continual cost savings while ensuring product safety and brand equity protection.

In addition to his role leading external manufacturing, Bauserman held other senior positions in corporate operations and division manufacturing leadership. Among his many accomplishments, his zeal for groundbreaking technology and people driven initiatives resulted in the design, construction and start-up of the only two plants built by Kraft in the last 20 years, as well as the operational execution of numerous leading edge business and marketing strategies.

Bauserman holds a B.S. degree in Business and Industrial Management from San Jose State University.

MICHAEL J. LEVINTHAL, GENERAL PARTNER

Mike Levinthal is a seasoned venture capital professional with over 25 years of investing experience. He brings deep experience in deal structuring, portfolio company oversight and fund management to 2x Consumer Products Growth Partners.

Levinthal spent 20 years as a General Partner with the Mayfield Fund where they raised and managed 6 funds totaling \$1.4 billion during that time. He sponsored such successes as *Citrix*, *Concur Technologies*, *Heartstream*, *Pure Software* and *WebMethods*. Levinthal also founded Mayfield Software Partners, a side fund consisting of 20 leading software entrepreneurs as investors, having started his career in venture capital at New Enterprise Associates (NEA). Levinthal also founded ONSET Partners, a venture firm specializing in incubating new companies.

In addition, Levinthal has been involved in consumer investing, including *Pete's Wicked Ale* and *High West Distillery* (both beverage companies), *Blue Marlin* (memorabilia), *Skull Candy* (consumer electronics) and *Il Fornaio* (restaurants). He currently works as an independent venture capitalist helping to advise start-up and growth oriented companies.

Levinthal currently sits on the board of several private companies including *Cirrus Data Management*, *High West Distillery*, *Infopia* and *3point5*. He was on the board of *Altiris* (NASDAQ: ATRS) until its recent acquisition by *Symantec* for \$1 billion. Additionally, Levinthal sits on the boards of two not-for-profits: *Interplast* (www.interplast.org) and *Forever Young Foundation* (www.foreveryoung.org). He has served as an advisory board member to the Stanford Technology Venture Program and established the Mayfield Fellows program at Stanford University and University of California at Berkeley.

Levinthal holds an M.B.A. from the Stanford Graduate School of Business and received both his M.S. and B.S. degrees in Engineering from Stanford University.

INDUSTRY VENTURE PARTNERS

Industry veterans are committed to helping our growth oriented consumer products companies succeed and are excited to participate in whatever way makes sense.

Mark Baum – Partner & Managing Director, CPG Practice, *Diamond Management & Technology Consultants*: Consumer sales and marketing expert with intimate retailer and manufacturer relationships, including as former COO, *Grocery Manufacturers Association*.

Bob Burke – Principal, *Natural Products Consulting Institute*: Sought-after author and consultant to small, high growth companies leveraging his 9 years of consulting and 11 year experience leading sales and marketing at *Stonyfield Farm* to become the world's leading organic yogurt company.

Rachel Cullen – President, Ice Cream Division – *Dean Foods* and former COO, *Orange Glo International*: Seasoned *Kraft* and *Unilever* executive who led the exponential growth of the *OxiClean*, *Kaboom* and *OrangeGlo* cleaning products and sale to *Church & Dwight* for \$325 million. Expertise includes deep knowledge of building businesses via direct response television (DRTV).

Steve Hill – President, *Black Flag Brands*: Career household products executive with *Clorox*, *Scotts* and *Spectrum Brands* turned entrepreneur, having purchased and re-invigorated the *Black Flag* brand of insect control products.

Bruce Nierenberg – Founder & Former CEO, *B.I.N. Sales and Marketing Inc.*: Veteran of the grocery and natural products industry having built the largest sales brokerage in the East. Acquired by *Advantage Sales & Marketing*. Early investor and partner to management in *Glaceau Vitamin Water*.

Tony Olson – Chairman & CEO, *SPINS Inc.*: Natural products industry veteran as leader of premier provider of industry reporting and consulting services and previously as a sales executive with *Odwalla*.

Barbara Pickens – President, *Pickens & Company*: Executive search consultant focused exclusively in the consumer products and retail industry.

Gil Pritchard – former President & CEO, *Avalon Natural Products*: Three-time growth-oriented leader with proven results growing *Avalon* and previously at *nSpired Foods* and *Barbara's Bakery*. One of the Partnership's appointees to the Board of Directors of gDiapers

Don Roland – Former Chairman/CEO, *Vertis Communications*: Savvy marketing services executive and member of the *Printing Industry Hall of Fame*. Led the \$1.5 billion industry leader that offers world-class consulting, creative, research, direct, media, technology and production services.

Tom Simone – Chairman, *United Natural Foods Inc. (UNFI)*: Natural products and healthcare industry veteran since 1996 with *UNFI*, the country's largest wholesale distributor to natural and organic industry, and prior CEO of *McKesson Drug Company*, a large pharmaceutical wholesaler.

Greg Stahl – Managing Partner, *BA Partners*: Serial entrepreneur, investor and former CEO, *Boca Burger* (sold to *Kraft* in 2000) and *Brooklyn Bagel Boys* (purchased in 1993 by *Maple Leaf Foods*).