



NEWS RELEASE
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CONTACT: JD Ford & Company at 303-333-3673

Consumer Products Transaction:
JD FORD & COMPANY ADVISES MERRICK PET CARE IN ITS
SALE TO SWANDER PACE CAPITAL

Denver, CO, January 1, 2011— JD Ford & Company is pleased to have served as exclusive financial advisor to Merrick Pet Care, Inc. in the sale of its business to private equity firm Swander Pace Capital. Merrick Pet Care is a fully integrated manufacturer and marketer of super premium dry and wet pet foods sold in the specialty pet channel. Merrick Pet Care provides three branded product lines (i) Merrick 5 Star, pet foods and treats focused on holistic, all natural pet food, (ii) Before Grain, healthy, grain free, high protein pet food and (iii) Whole Earth Farms, premium, nutritious pet food for the price sensitive consumer.

Jason Graf, Senior Vice President at JD Ford and Company, said “we are pleased to have had the opportunity to advise Merrick Pet Care in this transaction. Merrick’s strong brands, manufacturing capabilities, talented management team and recent entry into PETCO made it a very attractive acquisition target. We are honored to have had the opportunity to work with both companies and successfully complete this transaction.”

JD Ford & Company is a specialized Investment Bank that helps business owners increase business value, obtain growth capital, gain personal liquidity, and create lasting family legacy. JD Ford works in a variety of industries including consumer products, specialty retail, information technology, building products and specialized services. JD Ford & Company leverages its extensive experience, processes, vast network of connections and unique insight to guide business owners through a variety of transitional events. For more information please visit www.jdford.com.

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