

Press Release

For Immediate Release

Meridian Capital Consumer Team Advises Exposed Skincare on Growth Capital and MBO Financing

Seattle, Washington | December 2015 – The Meridian Capital LLC (“Meridian”) consumer team is pleased to announce the successful growth capital and MBO financing for Exposed Skincare (“Exposed” or the “Company”). Financing for the transaction was provided by Bank of America. Meridian served as exclusive M&A advisor to the Company and its shareholders. The Company’s legal advisory services were provided by Stephan Coonrod of K&L Gates LLP.

Headquartered in Seattle, WA, Exposed is a leading online retailer of branded natural skin care products. The Company’s acne treatment product line is recognized for its integration of traditional acne treatment science with the soothing properties of natural, healthy extracts. Founded in 2002, the Company has established an impressive online presence and loyal following of recurring customers.

Exposed has experienced exceptional revenue growth in recent years, driving the need to pursue a solution to recapitalize the balance sheet and better position the Company for its next chapter of strategic initiatives. In addition to providing access to growth financing, a portion of the proceeds were used to generate liquidity for the shareholders.

“Exposed has established a strong brand and loyal customer base in a very dynamic segment.” Brian Murphy, President and Managing Director at Meridian Capital commented, “With consumers actively seeking specialty, natural and organic products, Exposed has established an attractive platform for growth in the market. This investment helped facilitate the shareholders’ near-term personal goals while simultaneously positioning the Company to more aggressively pursue strategic initiatives. We thoroughly enjoyed working with team and are thrilled to have been able to help position the Company achieve its next stage of growth.”

Jeff Hautala, Exposed Skincare’s CEO, added; “Meridian Capital was incredibly helpful in helping us understand the available alternatives and optimal solution to accomplish our liquidity and growth capital goals. Given their strong relationships with capital partners and ability to communicate the Exposed Skincare story, we had the benefit of selecting the ideal partner from several good options. I look forward to working with the Meridian team again in the future.”

The Exposed transaction demonstrates Meridian’s continued leadership in the consumer products sector. For more information about this transaction or Meridian’s Consumer Practice Group, please contact the deal team.

About Meridian Capital LLC

Meridian Capital (www.meridianllc.com) is a Seattle-based investment banking firm focused on providing merger, acquisition, divestiture and recapitalization advisory services to middle-market companies. Meridian Capital’s consumer team is one of the most active on the West Coast. The firm has an established track record of serving corporate clients in the U.S. and abroad with USD 20 million to USD 250 million in transaction value. Meridian offers its clients unparalleled cross-border capabilities through its affiliation with Global M&A Partners.

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