

LNK INVESTS \$68 MILLION IN NATURAL FOOD HOLDINGS

WHITE PLAINS, NY, JUNE 29, 2011 —LNK Partners is pleased to announce an investment in Natural Food Holdings (NFH), with plans to accelerate growth of the premier Niman Ranch brand.

NFH is a leading manufacturer and marketer of all-natural fresh and prepared protein products, primarily pork. The company's largest brand is Niman Ranch, the premier all-natural brand of pork, beef, and lamb that is antibiotic free, hormone free, and raised humanely and environmentally sustainably through a network of U.S. family farms. In addition, NFH markets the Sioux-Preme trade brand and the recently introduced Prairie Grove Farms consumer brand, which is antibiotic free and hormone free but raised through conventional means. The company also operates a custom pork processing business, which serves its own brands as well as third parties.

"We are excited to partner with the Natural Food Holdings management team," said David Landau, a partner of LNK. "The company's brands fit well with the expertise of our operating partners such as Phil Marineau. As former President of Quaker Oats, President of Dean Foods, and CEO of Pepsi North America, Phil has a highly successful 30-year track record building and operating consumer brands."

Phil Marineau, a partner of LNK, added, "We look forward to our partnership with Natural Food Holdings. The management team is strong and experienced, the customer value proposition is outstanding, and there are numerous opportunities to work together to continue to grow the business."

Jeff Swain, CEO of NFH, said, "We chose to partner with LNK because they add real, tangible value based on their deep knowledge and experience in the consumer sector, their extensive relationships in the business, and the fact that they have proven operating expertise as well as financial expertise."

NFH is the newest addition to LNK's portfolio of leading consumer brands. Previously, LNK invested in PVH's acquisition of Tommy Hilfiger, the recapitalization of Au Bon Pain, a leader in the fast casual restaurant category, and the recapitalization of Ariat, a premier performance equestrian brand.

To taste Niman Ranch for yourself, visit www.nimanranch.com. For more information on LNK Partners and their investment professionals, please visit www.LNKpartners.com.

About LNK Partners

LNK Partners is a private equity firm focused on backing strong management teams who are building outstanding consumer and retail businesses. LNK's current portfolio includes its investment in Au Bon Pain, Natural Food Holdings (Niman Ranch), Ariat, and supporting PVH's acquisition of Tommy Hilfiger. LNK's partners have extensive experience successfully investing

in, operating, or serving on the boards of many leading consumer and retail businesses, including Staples, Quaker Oats, Pepsi, Gatorade, Panera Bread, and Levi Strauss.

LNK also is distinguished by the high degree of flexibility in the type, structure and size of its investments, and its willingness to be a minority or majority shareholder. LNK invests in a broad range of investment types, including growth capital, buyouts and recapitalizations. LNK typically invests up to \$150 million per transaction.

Contact:

Bethany Chadwick

LNK Partners

Tel: (914) 824-5913

Email: Bethany.Chadwick@LNKpartners.com

#