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Contact: Sally Fischer
Sally@sallyfischerpr.com
212 246-2977

Ariat International Announces Private Sale Agreement

Union City, CA, June 6, 2012 -- Ariat International, Inc., a rapidly growing active outdoor footwear and apparel company with a leading position in the global equestrian market, today announced that an agreement has been reached regarding the sale of the Company by a group of shareholders led by LNK Partners and Brentwood Associates to the Fisher family of San Francisco and the Company's management. Terms of the transaction were not disclosed.

Beth Cross, Chief Executive Officer and co-founder of Ariat, said, "We are thrilled to be expanding our partnership with the Fisher family, who share our passion for the Company and the Ariat brand. Their deep experience as business leaders will provide a strong strategic foundation for the Company's long term growth opportunities."

"For almost 20 years, we have been partners with Beth and her management team as they built Ariat into a world-class company and brand," said John Fisher, who will serve on the Ariat Board. "We are excited to continue that partnership and support the next phase of Ariat's global growth plans."

LNK Partners, a private equity firm focused on the consumer/retail sector, and Brentwood Associates, a Los Angeles-based private equity investment firm, first partnered with management with an investment in the Company in November 2006.

"LNK and Brentwood have been extraordinary partners to Ariat at an important stage of our growth," states Cross. "I am proud of our work together in building the Ariat brand into a premier active outdoor brand while maintaining our unique, highly entrepreneurial culture."

Ariat was advised by Peter J. Solomon Company and Kirkland & Ellis LLP.

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 PVH's (NYSE: PVH) acquisition of Tommy Hilfiger, Au Bon Pain, and Natural Food Holdings (Niman Ranch).

About Brentwood Associates

Brentwood Associates is a consumer-focused private equity firm with a thirty-year history of investing in middle-market growth companies. Brentwood focuses on investments in consumer products/services, direct marketing, education, restaurants and specialty retail.

About Ariat International, Inc.

Since 1993, Ariat has been designing technically advanced footwear, denim, apparel, and accessories for top equestrian athletes and lifestyle enthusiasts around the world. Classic equestrian design elements embody the lifestyle, while innovative materials and construction deliver the comfort and quality that are hallmarks of the Ariat brand.