

PRESS RELEASE

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HAMMOND, KENNEDY, WHITNEY & COMPANY, INC. (HKW) ANNOUNCES RECAPITALIZATION OF FURMINATOR, INC.

Indianapolis, IN - Hammond, Kennedy, Whitney & Company, Inc. ("HKW") announced that it has closed on the recapitalization of FURminator, Inc. ("FURminator" or the "Company"). Founded in 2002, FURminator is the worldwide leading provider of branded deShedding products to the pet industry. FURminator is the eighth platform investment for HKW Capital Partners III, L.P., the \$202 million private equity fund that had its final closing in December 2007. The Company is headquartered in Fenton, MO and is HKW's first investment in the pet industry.

The line of FURminator Professional Pet Products helps to dramatically reduce shedding, which is the number one complaint of pet owners. The Company's deShedding™ Tools safely and gently remove a pet's loose undercoat while leaving the healthy hair in place. In addition, the Company's shampoos and conditioners also help reduce shedding by promoting a healthy skin and coat. Information about the Company's products and distribution locations can be found at www.FURminator.com.

"We are very excited to partner with FURminator's management team. David and Angela Porter, founders of FURminator, are exceptional innovators in the pet products industry. They have assembled a great management team led by Tim Petsch, President, and we look forward to further growth in the business," stated Glenn Scolnik, President & CEO of HKW.

"FURminator is thrilled to partner with HKW during this exciting time. We remain highly committed to our customers and we will continue to drive new innovation in our markets," said Porter. "We look forward to working with HKW to execute our growth strategy."

HKW is a private equity firm founded in 1903 and headquartered in Indianapolis, Indiana with offices in New York, Chicago and Shanghai. Over the past 25 years, HKW has sponsored 34 platform management buyouts of small middle-market companies throughout North America as well as 37 add-on acquisitions. For further information about HKW and its portfolio companies, investment strategy, and team, please visit www.hkwinc.com. For further information on FURminator, please visit www.FURminator.com.