



**CONSTITUTION**  
Capital Partners

**FOR IMMEDIATE RELEASE**

**PETMATE ACQUIRES JW PET COMPANY AND CANINE HARDWARE WITH  
CONSTITUTION CAPITAL PARTNERS AS A CO-INVESTOR**

**BOSTON, MA – December 18, 2012** - Wind Point Partners today announced that portfolio company Petmate acquired JW Pet Company and Canine Hardware. Constitution Capital Partners (CCP), a private equity firm focused on North American buyouts, participated as a co-investor alongside Wind Point Partners in Petmate. Petmate manufactures and markets pet products including carriers, shelters, collars & leashes, feeding & watering systems, toys and pet beds.

**About Constitution Capital Partners (CCP)**

Constitution Capital Partners, based in Boston, MA, is a private equity firm that focuses on North American small to mid-cap buyouts. CCP is a disciplined, value-oriented investor with a demonstrated track record of consistently generating top quartile returns. The firm is led by an experienced, cohesive team of investment professionals with significant experience investing in both partnerships and direct investments. For more information about Constitution Capital Partners, please see: [www.concp.com](http://www.concp.com).

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Below is a copy of the press release from Wind Point Partners discussing the investment:

**PETMATE ACQUIRES JW PET COMPANY AND CANINE HARDWARE**

**Petmate Expands the Scope of its Toys and Accessories Category.**

**December 18, 2012** - Wind Point Partners today announced that portfolio company Petmate acquired JW Pet Company and Canine Hardware.

Petmate manufactures and markets pet products including carriers, shelters, collars & leashes, feeding & watering systems, toys and pet beds under brands such as Petmate, Aspen Pet, Duskocil, Booda, Dogzilla, Fat Cat and LeBistro. Wind Point acquired Petmate in 2011 in partnership with CEO Joe Messner. Wind Point previously partnered with Joe in 1999 to acquire Bushnell Performance Optics, which it successfully divested in 2007.

“JW Pet Company and Canine Hardware bring some exciting names to our toys and accessories category, such as JW Hol-ee® Roller Toys and ChuckIt® balls and launchers,” said Messner. “We are excited to bring these brands into our portfolio and continue expanding their lines of innovative, high-quality toys.”

Paul Peterson, a principal at Wind Point, commented, “The JW Pet Company and Canine Hardware acquisitions are an excellent fit for our strategy to grow Petmate organically and through acquisitions. The Petmate value creation plan is focused on growing through new product development and driving innovation; the toy category provides an attractive opportunity

to innovate and build strong consumer brands. Joe has an excellent track record of driving growth in acquired businesses, and we are excited about the potential for these acquisitions.”

JW Pet Company and Canine Hardware represent Petmate’s fourth and fifth acquisitions. Petmate previously acquired Muchkin Inc’s Fat Cat and Bamboo product lines, Kennel-Aire and WetNoz Inc.

Cascadia Capital served as an advisor to Canine Hardware on the transaction.