



**CONSTITUTION
Capital Partners**

FOR IMMEDIATE RELEASE

**PETMARE ACQUIRES KENNEL-AIRE WITH CONSTITUTION CAPITAL
PARTNERS AS A CO-INVSETOR**

BOSTON, MA – July 25, 2011 - Petmate, a portfolio company of Chicago-based private equity investment firm Wind Point Partners, today announced that it has acquired Kennel-Aire. 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 over 4,000 pet products, including carriers, shelters, collars, leashes, feeding and watering systems, toys and pet beds. Kennel-Aire is a manufacturer of plastic carriers and kennels.

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.

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

PETMARE ACQUIRES KENNEL-AIRE

July 25, 2011 - Petmate, a portfolio company of Chicago-based private equity investment firm Wind Point Partners, today announced that it has acquired Kennel-Aire.

Petmate manufactures and markets over 4,000 pet products, including carriers, shelters, collars & leashes, feeding & watering systems, toys and pet beds under well-known brands including Bamboo, Booda, Dogzilla, Fat Cat and LeBistro. Wind Point acquired Petmate in January 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.

Kennel-Aire, a manufacturer of plastic carriers and kennels, is Petmate's second acquisition. Petmate acquired Munchkin, Inc.'s Fat Cat and Bamboo product lines in January.

Joe Messner, CEO of Petmate, stated, "A key element of our value creation plan is acquiring well positioned businesses and product lines that help strengthen and complement Petmate's existing product offerings. The Kennel-Aire acquisition is an excellent fit with our strategy, because it will broaden our carrier and kennel product lines and enhance our position among retailers, particularly in the online market."

Paul Peterson, a principal at Wind Point, commented, “We partnered with Joe on the Petmate platform because of his track record of assembling and growing a diverse product portfolio. The Kennel-Aire acquisition is an exciting opportunity for Joe and his team to expand the product portfolio and drive growth.”