



**FOR IMMEDIATE RELEASE**

**MANNA PRO PRODUCTS ACQUIRES HERO PET BRANDS; CONSTITUTION  
CAPITAL IS A CO-INVESTOR**

**BOSTON, MA – June 4, 2019** – Manna Pro Products, a St. Louis-based manufacturer and marketer of pet care and nutrition, has agreed to acquire Dallas-based Hero Pet Brands, a company that provides solutions to pet owner needs including nutrition, grooming, waste pickup and cleanup. Constitution Capital, a leading alternative asset manager, participated as a direct investor alongside Morgan Stanley Capital Partners in Manna Pro.

**About Constitution Capital**

Constitution Capital, with offices in Boston, New York, and Chicago is a leading alternative asset manager focused on private equity, private credit, and real estate. The firm is a disciplined, value-oriented investor with a demonstrated track record of consistently generating risk-adjusted returns. The firm is led by an experienced, cohesive team of investment professionals with significant experience investing in partnerships, direct equity, opportunistic credit investments, and real estate. For more information about Constitution Capital, please see: [www.concp.com](http://www.concp.com).

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Below is a copy of the press release from Manna Pro discussing the transaction:

**Manna Pro Products Acquires Hero Pet Brands to Increase Category Presence in  
Companion Pet Care and Wellness**

**ST. LOUIS – June 4, 2019** - Manna Pro Products, a St. Louis-based manufacturer and marketer of pet care and nutrition, has agreed to acquire Dallas-based Hero Pet Brands, a company that provides solutions to pet owner needs including nutrition, grooming, waste pickup and cleanup.

“Hero Pet Brands has a leading product portfolio that perfectly complements our current offering and enables us to grow in scale in the thriving companion pet care and wellness category,” said John Howe, CEO, Manna Pro. “Our companies share a relentless focus on enriching the lives of pets and their families and we welcome their deep pet care expertise, brand building excellence and talented employee base.”

Hero Pet Brands is a family of high-quality, innovative and trusted brands with global, omni-channel presence and deep customer relationships in pet specialty and FDM channels. The brands include Vet’s Best® and Natural Care® (Health & Wellness); Bags on Board®, Out!® and Simple Solution® (Waste/Pickup/Diapers) and Buffalo Range® Chews and hold leading market share positions in its segments and channels.

The acquisition also provides Manna Pro with new customer segments and retailer relationships, an enhanced research and development function and a stronger international footprint. This is the latest in a series of acquisitions by Manna Pro designed to expand its portfolio into canine and feline wellness, grooming, oral care and flea & tick solutions:

2015: Nutri-Vet®, a line of pet health and wellness supplements developed by vets and offering solutions within Hip and Joint, Skin and Coat, Pain Management, Dental Health, Eye and Ear, First Aid and Calming

2016: Espree®, an industry-leading line of organic aloe-based pet grooming products used by over 10,000 groomers nationwide, as well as Star Horse® Products, a line of flea and tick solutions

2018: VetScience™ and its Fruitables® brand of CalorieSmart® dog treats and food supplements focused on addressing pet obesity and formulated on a foundation of superfoods like pumpkin & sweet potato. Also, Response Products™, makers of Cetyl-M® brand which offers an alternative solution to joint and hip function.

Manna Pro is owned by investment vehicles managed by Morgan Stanley Capital Partners, the middle-market focused private equity business of Morgan Stanley Investment Management, which acquired it in December 2017.

#### **About Manna Pro**

Manna Pro is a recognized leader in the care and nurturing of pets, with roots going back to 1842 and long-established brands in companion pet, equine, backyard chicken and small animal categories. For more information visit [www.mannapro.com](http://www.mannapro.com).

For more information on Hero Pet Brands visit [www.heropetbrands.com](http://www.heropetbrands.com).