



CONSTITUTION
Capital Partners

FOR IMMEDIATE RELEASE

MANNA PRO® PRODUCTS ACQUIRES DOGGIE DAILIES®; CONSTITUTION CAPITAL IS A CO-INVESTOR

BOSTON, MA – August 12, 2020 – Manna Pro Products, a St. Louis-based manufacturer and marketer of pet care and nutrition, has agreed to acquire Doggie Dailies, a family owned and operated online pet brand that offers premium nutritional supplements and wellness products for dogs. 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 and New York, is a leading alternative asset manager focused on private equity and private credit investments. 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, and opportunistic credit. For more information about Constitution Capital, please see: www.concp.com.

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

Manna Pro® Products Acquires Doggie Dailies® To Expand Category Leadership In Companion Pet Care And Wellness

Doggie Dailies is a modern, online-focused brand that offers premium-quality supplements and wellness products that dog owners everywhere can feel confident about.

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“Doggie Dailies has built an impressive brand of premium wellness products and a loyal online community of raving fans.” said John Howe, CEO, Manna Pro. “Their deep commitment to a happy, healthy life for pets and pet parents intersects perfectly with Manna Pro’s mission of Nurturing Life.”

Doggie Dailies is one of the fastest growing pet wellness brands online, rapidly building market share in the increasingly relevant eCommerce channel. Doggie Dailies deepens Manna Pro’s leadership

in pet care, building upon the company's recent acquisitions of Hero Pet Brands® and Promika® Flea & Tick Brands.

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.

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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.

For more information on Doggie Dailies visit www.doggiedailies.com.