



FOR IMMEDIATE RELEASE

WINONA CAPITAL INVESTS IN DIONO® TO FUEL GROWTH AND INNOVATION

Industry Leader in Juvenile Travel Products Category Continues Development of Brand and Safety Innovations through New Partnership

May 6, 2015 (CHICAGO, IL & SEATTLE, WA) – Winona Capital and Diono announced today that Winona Capital, a Chicago-based private equity firm, has made a strategic, controlling investment in Diono, a leader in safe, innovative and high-quality juvenile products. The new partnership will allow Diono to continue developing new products and innovations that set the standard for safety within the industry.

“Diono is excited for this new chapter in our history. We’ve been innovators from day one, and we will continue to bring consumers great products for parents and children that make travel safe and easy,” stated Brad Keller, President of Diono. “Through our partnership with Winona Capital, Diono will increase its efforts in product development and distribution to bring a wider range of safe, sensible and stylish products to consumers around the world.”

“Diono has shown great leadership in developing products that keep children safe, and they have an impressive safety track record as a result,” said Jason Starr, a Principal at Winona Capital. “We are honored to partner with Brad and his team to help Diono grow and continue its mission of safe travel for children.”

ROTH Capital Partners served as exclusive financial advisor to Diono in the transaction.

About Diono

Diono provides families safe and enjoyable travel experiences with award-winning products. With more than a decade of experience, Diono continues a heritage of excellence that includes more than 100 International Awards from industry and consumer groups for safety and thoughtful design of car seats and travel accessories. Diono is headquartered in Seattle with six worldwide offices located in Canada, Germany, the United Kingdom, France, Hong Kong and China. For more information, please visit www.diono.com.

About Winona Capital

Winona Capital provides acquisition and growth capital to consumer goods and services businesses in the lower middle market. Winona partners with high-energy, passionate executives who have a shared focus on building great brands with sustained growth over long-term investment horizons. Winona Capital manages more than \$300 million on behalf of its family office and institutional investors. For more information, please visit www.winonacapital.com.

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