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WINONA CAPITAL MANAGEMENT PARTNERS WITH THE LEWIS FAMILY AND PRAIRIE MANAGEMENT GROUP TO MAKE INVESTMENT IN EVEREVE

Edina, MN & Chicago, IL (April 15, 2015) — Evereve, the fashion retailer formerly known as Hot Mama, announced today that it has received an investment from Winona Capital, the Lewis Family, and Prairie Management Group. As a well-established retailer in the women’s apparel space, Evereve will utilize the new partnership to fuel its growth nationwide.

“Winona is proud to partner with Evereve,” said Jason Sowers, a Principal at Winona Capital. “Founders Mike and Megan Tamte have created a unique, innovative retail concept that celebrates the fashion conscious mom. With 52 stores nationwide, the company will focus on expanding Evereve and positively impacting the lives of our employees and customers from coast-to-coast,” said Sowers.

Megan and Michael Tamte have assembled a team of over 800 uniquely trained employees who are committed to the company’s core purpose of empowering moms through its merchandise, store layouts, and authentic customer relationships. Evereve has been noted in magazines and newspapers such as InStyle, Real Simple, Self, People StyleWatch, Fast Company, Inc., and USA Today.

“This strategic investment from Winona Capital, the Lewis Family and Prairie Management will enable us to further establish ourselves as the fashion authority for moms,” said Megan Tamte, CEO.

The company headquarters will continue to operate from Edina, Minnesota. Co-founders Megan and Mike Tamte will also continue in their current leadership roles, as will the rest of the company’s valued managers and employees. Laird Koldyke and Jason Sowers from Winona Capital and Gordon Segal from Prairie Management will be joining the Board of Directors.

There was no financial advisor to the company on the transaction.

About Evereve

Founded in 2004 by Mike and Megan Tamte, Evereve began from Megan's recurring dream to help moms. Megan's leap of faith has resulted in a nationwide women's apparel boutique that specifically curates for a mom's ever-changing lifestyle. Evereve's unique in-store experience and superior dedication to customer service has led to a loyal customer base and a proven track record of success with over 50 locations across the U.S. For more information, please visit: www.evereve.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.

About The Lewis Family

The Lewis Family are owners of River Island, a London-headquartered high street fashion brand, with over 300 stores operating worldwide.

About Prairie Management Group

Prairie Management Group is the private family investment office for Gordon and Carole Segal who Co-Founded Crate&Barrel in Chicago in 1962. Prairie Management Group provides growth capital to compelling retail businesses that are run by executives who share the Segal family's passion for building great and enduring retail brands.