



WINONA CAPITAL
MANAGEMENT



News Release

WINONA CAPITAL MANAGEMENT INVESTS IN JOHNNY'S FINE FOODS

Deal Fuels Growth of Regional Specialty Food Company

CHICAGO, January 2011 - After studying the spice and seasoning category for over a year, Winona Capital Management ("WCM") and Longview Merchant Banc, LLC ("LMB") are pleased to announce they have invested in Johnny's Fine Foods ("Johnny's"), a Tacoma, Washington based manufacturer and marketer of premium dry seasonings, bottled dressings and marinades.

Founded at Johnny's Restaurant in Fife, Washington in 1956, Johnny's has successfully expanded from its well-known seasoning salts to a broad range of spices, dressings and marinades. Attracted to the company's strong historical growth and avid customers, WCM will work with management to accelerate the expansion of Johnny's products nationwide.

"Johnny's fifty year brand heritage, industry leading products and strong team are a perfect match for Winona Capital," stated Luke Reese, Managing Director of Winona Capital Management.

About Winona Capital Management

Winona Capital Management 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 sustained growth over long-term investment horizons. With offices in Chicago and Seattle, Winona Capital manages more than \$125 million on behalf of its investors. For more information visit www.winonacapital.com.

About Longview Merchant Banc, LLC

Longview Merchant Banc, LLC, headquartered in Evanston, Illinois, is a lower middle market private equity firm focused on specialty manufacturing and food and beverage manufacturers, as well as niche business service companies. LMB partners with superior management teams to accelerate the growth and operational excellence of its portfolio companies. For more information visit www.longviewmb.com.

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