



## **FOR IMMEDIATE RELEASE**

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## **WINONA CAPITAL INVESTS IN PETSENSE TO FUEL THE OPENING OF 100 NEW STORES**

**For Immediate Release** (Chicago & Scottsdale): September 12, 2011 – Winona Capital Management (“Winona”) and Petsense, LLC (“Petsense”) announced today that the Chicago-based private equity firm, along with existing investors, have made a strategic investment in Petsense, a rapidly growing national chain of specialty pet supply retail stores.

“We are extremely excited to partner with Petsense. Bob Angstead (Petsense CEO) and his team have sharpened the pet retail model,” said Winona Managing Director Laird Koldyke. “With this capital infusion, Petsense will accelerate the expansion of their proven retail and distribution model nationwide.”

Winona’s investment will allow Petsense to rapidly build 100+ new stores throughout targeted markets in the United States. Petsense currently has 50 company owned stores in 16 states.

“It is with great pleasure and pride we are announcing our partnership with Winona Capital,” said Bob Angstead. “They will significantly add value to our business through their extensive retail and pet industry background. We look forward to rapidly entering and expanding into many more pet loving markets throughout the country.”

### **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](http://www.winonacapital.com).

### **About Petsense**

Founded in 2005 in Scottsdale, Arizona, Petsense is a specialty pet supply retailer with 50 stores located in 16 states across the United States. Petsense was founded to fill the specialty pet supply void in secondary markets. For more information visit [www.petsense.us](http://www.petsense.us).