



Phelps Pet Products New CEO Rick Ruffolo to Showcase Multi-Million Dollar Investment by Granite Bridge Partners LLC in Natural, Organic, & Functional Pet Treats

ROCKFORD, IL, March 17, 2019 / Phelps Pet Products is excited to share its new pet treat contract manufacturing capabilities at the upcoming Global Pet Expo. A pet industry leader for over 50 years, Phelps Pet Products will showcase the innovative products and expanded capacity resulting from a multi-million dollar investment by New York-based private equity firm Granite Bridge Partners LLC.

“Granite Bridge Partners has demonstrated their belief and commitment to the pet industry through investments in bringing new innovation and capabilities to the Phelps Pet Products pet treat business,” said Rick Ruffolo, CEO and President of Phelps Pet Products. “These strategic investments in people, processes, and equipment enable us to offer our customers more production capacity, more packaging options, and more innovative choices including USDA Organic Certified pet treats, Marine Certified ingredients, functional ingredients, and the industry’s most extensive assortment of ‘Made in the USA’ meat-first pet treats.”

“We believe that the unique offerings from Phelps Pet Products will enable its customers to feature the highest quality, most innovative meat treats on the market,” stated Ryan Wierck, Partner at Granite Bridge Partners. “Beyond investing in additional equipment and technology, we have built a customer-focused leadership team that is second-to-none. Rick’s arrival in October completed our leadership transition. Rick is a well-regarded and highly experienced CEO whose collaborative style, strategic leadership, expertise in innovation, and extensive CPG and cross-channel consumer retail marketing experience will enable us to help our customers capture incremental market share and expand category growth.”

Ruffolo commented, “We look forward to ‘re-introducing’ the Phelps Pet Products business to both our current and prospective customers during the Global Pet Expo. We are excited to share our new capabilities designed to help our customers innovate and grow their business.”

www.phelpspet.com

GLOBAL PET EXPO BOOTH #4759

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About Phelps Pet Products

Phelps Pet Products has been treating pets like family since 1966. We are a full-service pet treat contract manufacturer centrally located in Rockford, Illinois providing transparent, reliable end-to-end turnkey product solutions to our partners. We are organic certified, audit-tested, and the company behind some of the industry's best-known and best-loved brands. Our mission is to ensure our retail and brand partners delight their customers every day with tail-wagging products that capture a greater share of the dynamic Pet Treat market including custom programs that leverage our expertise and USDA organic certified capabilities to provide clean-label and “better for your pet” treats.

About Granite Bridge Partners LLC

Granite Bridge Partners LLC is a private equity investment firm. We target control investments in lower middle market companies, with EBITDA of between \$2 million and \$12 million, in the following sectors: consumer products and services, outsourced business services, and niche manufacturing.

The team at Granite Bridge Partners invited Mr. Ruffolo to join Phelps Pet Products in October 2018 following 28 years of executive leadership success in consumer goods and specialty retail organizations including Procter & Gamble, SC Johnson, Bath & Body Works, and Yankee Candle. Rick holds several patents and has launched thousands of new products over his career. More recently, he has led multiple private equity-backed companies as CEO & President across a wide range of product categories including Sensible Organics, CR Brands, Envirocent, and H2O Plus. He graduated summa cum laude from the University of Dayton in business and received his MBA from Washington University's Olin School of Business in St. Louis.

For more information, please visit www.phelpspet.com or www.granitebridge.com.