



## PRESS RELEASE

### IRONBRIDGE EQUITY PARTNERS ACQUIRES AVENA FOODS LIMITED

Effective June 1<sup>st</sup>, 2017 - Avena Foods Limited (Regina, SK) formally announced its partnership with Ironbridge Equity Partners of Toronto, ON. Ironbridge will acquire control of Avena Foods and will partner with the local management team in continuing to grow the business.

Avena Foods is the industry's leading producer of pure, uncontaminated, organic certified, gluten-free oats through its **Purity Protocol** farm to table production model. Avena Foods Limited has an established network of over 90 gluten-free and organic oat growers across the Canadian prairies and a dedicated gluten-free and allergen-free milling facility in Regina, SK. The Purity Protocol is an industry benchmark process that is based on "Start Clean, Stay Clean" principles proven to produce certified gluten-free oats consistently below the 5 ppm level which is superior to the gluten-free standards of the USDA, GFCO, GFCP and Health Canada.

Ironbridge Equity Partners is a Toronto-based private equity firm with a fund of more than \$400 Million of assets under management, focused exclusively on investing in companies in the Canadian middle market. They focus on traditional industry businesses in the manufacturing, distribution, consumer products and services with distinct competitive advantages, currently including four successful investments in Saskatchewan.

Ironbridge Equity Partners provides Avena Foods with a very strong financial backing, long-term investment philosophy and a successful track record of working with local management teams in optimizing growth opportunities. The infusion of additional capital investment will accelerate the attainment of Avena Food's optimal potential and future growth while continuing to provide the same high level of product quality and service to its customers.

For more information, please contact:

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