



*For immediate release*

**Encore Consumer Capital Successfully Closes its Second Fund, Exceeding Target Fund Size**

**December 19 2012 - San Francisco** - Encore Consumer Capital ("Encore"), a consumer goods focused private equity firm, has closed its second fund with \$211 million of commitments, exceeding its target fund size of \$200 million.

Encore was founded in 2005 by experienced investors Robert Brown and Scott Sellers, and industry executive Gary Smith. Encore Consumer Capital Fund II, LP ("Encore II") will continue to invest in lower middle market companies with leading positions in attractive segments of the consumer products industry.

The San Francisco-based firm secured commitments from a diversified investor base with the majority of commitments coming from investors in Encore Consumer Capital's \$175 million first fund. Encore II's investors include endowments and family offices, insurance companies, fund of funds, and pension funds.

"We are extremely pleased to have the strong support of our existing investors as well as new investors for Fund II. The high caliber of our investor base provides us with long term partners and advisors which are critical to our continued success and ability to execute unique transactions in the consumer products space," said Scott Sellers, Managing Director and Co-Founder.

Encore II's strategy will remain identical to that of Encore's first fund. According to Robert Brown, Managing Director and Co-Founder, "Our firm is uniquely positioned due to our focus on companies with between \$10 and \$100 million in revenues and our ability to bring operating expertise to the table. Partnering with successful entrepreneurs and family-owned businesses to bring them insightful counsel, growth strategies, and opportunities for liquidity is our hallmark."

Encore maintains an exclusive partnership with Encore Associates Inc., a firm that offers experienced guidance to food and consumer products companies. The relationship brings valuable expertise to portfolio companies in areas such as growth strategy, brand development, and distribution expansion.

Encore used trusted advisors MVision Private Equity Advisors as placement agent and Latham & Watkins LLP as fund counsel.

For more information about Encore Consumer Capital, contact Robert Brown at 415-296-9850 or visit [www.encoreconsumercapital.com](http://www.encoreconsumercapital.com).

###