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FOR IMMEDIATE RELEASE

CID Invests in Evriholder Products

Indianapolis, IN - September 4, 2008: CID Capital has completed a recapitalization of Evriholder Products, a developer and manufacturer of housewares products. Evriholder has established itself as a creative and formidable "impulse gadget" supplier. The company has experienced consistent high double-digit growth for the past 4 years, introducing an average of 20 to 25 new products per year.

Scot Swenberg, Managing Director, CID Capital commented, "Evriholder is a very exciting company and very well-managed. Evriholder has a formula for developing innovative and exciting new housewares products, while maintaining their focus on customer service, and exemplary logistics, supplying and servicing the largest, best-in-class retailers in the world. We like the housewares industry and have a healthy appetite for well-managed, growth companies and we expect there will be many either add-on or stand alone opportunities for us to invest in, in the future."

"We are very pleased to have made this investment, and have gotten to know Evriholder's management team over the past several months. We have great confidence in their leadership and ability to grow the company while at the same time maintaining the high performance culture that exists amongst the team at their Anaheim facilities", added Steve Cobb, Managing Director, CID Capital.

Evriholder has honed their winning formula throughout their business history. That formula includes an exceptional management team, a first-rate administrative staff and a just-in-time, cost-effective distribution model combined with outstanding products and excellent relationships with retailers. Also, because nothing will change insofar as the day-to-day operations or composition of the company, the infusion of capital will enable Evriholder to leverage their years of industry experience as they grow into the future.

Gary Seehoff, CEO of Evriholder, commented, "We could not be happier with CID as a partner. They will bring the experience and sophistication and above all the support we need as we capitalize on the opportunities to build our company. Scot Swenberg and Steve Cobb, both managing directors of CID Capital, spearheaded this investment and have been an absolute pleasure to deal with. They understand our vision and have gotten to know our business intimately over the last several months, sharing our passion for what we do and the future ahead."

As part of the recapitalization, Harris Bank provided the senior financing, and Centerfield Capital provided the mezzanine financing.

About Evriholder Products, LLC



Founded in 1995, Evriholder Products, Inc. designs, develops and manufactures products for the Kitchen, Cleaning, Storage & Organization, and Bath & Personal Care categories. Headquartered in Anaheim, CA, Evriholder continues to introduce truly innovative, useful products - the kind consumers see and say "Why didn't I think of that?"

About CID Capital

CID Capital is a leading Indianapolis-based private equity firm. We focus exclusively on acquiring controlling interests in lower-middle market companies. Our investment strategy is to provide flexible capital structures to companies in expanding market niches and to leverage the operating experience of our investment professionals and advisors as a resource to the strong management teams we support.

