



Clearlake Capital Acquires That's How We Roll, LLC, Maker of Premium Branded Snack Offerings Mrs. Thinsters and Dippin' Chips

Investment Made Through Clearlake's Better For You Holdings Platform, in Conjunction with That's How We Roll Founder Aldo Zuppichini

Santa Monica, CA March 21, 2016 – Clearlake Capital Group, L.P. (together with its affiliates, “Clearlake”) announced that it has acquired That’s How We Roll, LLC (“THWR” or the “Company”), a leading provider of high quality, branded, better-for-you snacks in North America, including flagship brands Mrs. Thinsters and Dippin’ Chips. The acquisition was completed as part of Clearlake’s recently announced Better For You Holdings platform. Transaction terms were not announced.

Clearlake is partnering with THWR founder and CEO Aldo Zuppichini, who maintains a significant equity stake in the Company. Zuppichini is an industry veteran who was on the founding team of Pretzel Crisps and also served as National Sales Manager before its parent company, Snack Factory, was sold to Snyder’s-Lance. He was also a founding member of NY Style Bagel Chips, growing U.S. sales significantly as National Sales Manager before its successful sale to Nabisco. THWR will remain based in Fairfield, NJ, and will continue to be led by Zuppichini and its team of seasoned professionals, including Senior Vice President of Marketing and Operations Sam Kestenbaum, and Vice President of Sales Amy Kiley.

“We are excited to partner with Aldo, Sammy, Amy, and the rest of the team at That’s How We Roll and to continue supporting the Company’s growth as they strive to meet the demands of today’s health conscious, perceptive consumers,” said José Feliciano and Behdad Eghbali, Co-Founders and Managing Partners of Clearlake. “With better for you snacks that include options such as non-GMO and gluten free in a variety of delicious flavors, we believe Dippin’ Chips and Mrs. Thinsters are well-positioned to attract consumers looking to make healthier lifestyle choices.”

“Clearlake’s partnership will allow us to extend our resources for product innovation, accelerate nationwide distribution, and provide consumers with more premium healthy snack options without sacrificing taste,” said Zuppichini. “We are very excited about the future, and our team looks forward to continued growth.”

Arta Tabae, a Principal at Clearlake, added, “Aldo and the team have fantastic retail relationships, consumer insights, supply chain capabilities and, most importantly, energy and passion, which are necessary to building a leading platform in this fast-growing category. We look forward to

continuing to sponsor THWR's position as an innovator in this highly dynamic space, and are pursuing additional investments as part of our Better For You portfolio."

That's How We Roll offers consumers better-for-you, premium snack options that are certified non-GMO and MSG-free under two premier brands: Mrs. Thinsters and Dippin Chips. Mrs. Thinsters are low-calorie, thin, crispy, and deliciously crunchy cookies available in a variety of flavors including Cake Batter, Chocolate Chip, Brownie Batter, Original Waffle Crisps, Pumpkin Spice, and the recently introduced Toasted Coconut. Mrs. Thinsters cookies are non-GMO, made with simple ingredients found in any kitchen, and do not include corn syrup or any artificial ingredients. Dippin' Chips are uniquely designed dippable tortilla chips offered in a variety of delicious flavors like Veggie, Fiesta Bean, Super Grain, Original Sea Salt, and Blue Corn. Dippin' Chips are certified gluten-free and use non-GMO ingredients. These products are available in over 10,000 grocery, club and mass locations across North America.

About That's How We Roll

That's How We Roll is a leading marketer of a high-quality, branded shelf-stable foods across North America. Based in Fairfield, New Jersey, That's How We Roll products include Dippin Chips and Mrs. Thinsters. Distribution can be found in over 10,000 locations within grocery, club and mass. More information is available at www.dippinchips.com www.mrsthinsters.com.

About Clearlake Capital Group

Clearlake Capital Group, L.P. is a private investment firm with a sector-focused approach. The firm seeks to partner with world-class management teams by providing patient, long-term capital to dynamic businesses that can benefit from Clearlake's operational and strategic expertise. The firm's core target sectors include industrials, energy and power; technology, communications and business services; and consumer products and services. Clearlake currently has over \$3.5 billion of assets under management. More information is available at www.clearlakecapital.com.

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