



CLEARLAKE CAPITAL AND CPG VETERAN BILL MOSES PARTNER TO LAUNCH DISRUPTIVE BRANDS

Platform Will Invest in Emerging Better-for-You Consumer Brands

SANTA MONICA, CA -- November 30, 2017 – Clearlake Capital Group, L.P. (together with its affiliates, “Clearlake”) and Bill Moses, a beverage industry veteran and Co-Founder, former Chairman and CEO of KeVita Probiotic Drinks, today announced the launch of Disruptive Brands, a new platform focused on investing in and supporting emerging better-for-you food and beverage brands. Moses will serve as CEO and Co-Chairman of Disruptive Brands.

“We are excited about teaming with an experienced executive like Bill and leveraging our collective expertise in the food and beverage space,” said José E. Feliciano and Behdad Eghbali, Co-Founders and Managing Partners of Clearlake. “This platform will enhance and broaden our capabilities in the consumer products industry and continue Clearlake’s track record of partnering with successful entrepreneurs in the better-for-you segment of the market.”

“The partnership with Clearlake is a natural evolution of my passion to bring consumers healthy choices in organic, better-for-you products with substantiated functional benefits,” said Moses. “As an entrepreneur, I understand the challenges that founders and high-growth companies in the CPG sector face as they scale their businesses. By partnering with a world-class investment firm like Clearlake, Disruptive Brands will be a management-friendly platform that will provide a differentiated set of resources and industry relationships to help brands accelerate their growth.”

Moses’s passion for bringing consumers healthy food & beverage options led him to co-found KeVita Probiotic Drinks Inc., where he served as Chairman and CEO until the business was successfully sold to PepsiCo in 2016. Moses is also involved with several non-profit organizations, corporate boards, and entrepreneurial endeavors.

“By building KeVita into a household name and selling the business to Pepsi, Bill successfully achieved what thousands of entrepreneurs are working towards,” said Arta Tabaee, a Principal at Clearlake. “We believe Disruptive Brands will give entrepreneurs and business leaders a great opportunity to leverage Bill’s expertise and gain access to Clearlake’s sponsorship, operational expertise, and resources.”

About Clearlake Capital Group, L.P.

Clearlake Capital Group, L.P. is a leading private investment firm founded in 2006. 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 improvement approach, *O.P.S.*® The firm’s core target sectors are software and technology-enabled services; industrials and energy; and consumer. Clearlake currently has over \$3.5 billion of assets under management, and its senior investment principals have led or co-led over 100 investments. More information is available at www.clearlake.com.



About Disruptive Brands

Disruptive Brands, LLC is a newly-formed platform focused on investing in and supporting emerging better-for-you consumer packaged goods brands. The platform seeks to partner with world-class entrepreneurs and management teams to help accelerate growth and increase strategic value.

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