

## **BRAZOS PRIVATE EQUITY PARTNERS AND WHOLESOME HOLDINGS ACQUIRES IMPACT CONFECTIONS, INC.**

**Dallas, Texas, January 28, 2008** — Brazos Private Equity Partners, LLC, a leading Dallas-based private investment firm, and Wholesome Holdings Group, LLC, today announced the acquisition of Impact Confections, Inc. Financial terms of the transactions were not disclosed.

Impact Confections, Inc. is a specialty manufacturer and marketer of branded and niche confectionary products such as: Warheads™ branded candy (the leading sour hard candy brand in the U.S.), seasonal chocolate and confections, interactive kids confections and 3-D lollipops. Headquartered in Colorado Springs, Colorado, the company maintains two production facilities located in Roswell, New Mexico and Cambridge, Wisconsin which provide the company with a versatile and efficient manufacturing platform. Impact's products are sold to a variety of blue chip retailers in the traditional, dollar, club and mass channels.

Brazos pursued Impact in alliance with Terry O'Brien, founder of Wholesome Holdings. Mr. O'Brien has significant prior industry experience having formerly served as CEO of Brach's Confections. Prior to his tenure at Brach's Confections, Mr. O'Brien held senior level executive positions at Dean Foods and Frito Lay.

### **About Brazos Private Equity Partners, LLC**

Brazos Private Equity Partners, LLC, of Dallas, one of the most active middle-market private investment firms in the United States, specializes in leveraged acquisitions and recapitalizations of established, profitable companies with strong and proven management teams, predictable cash flows and significant growth potential. Brazos partners with management teams to invest in consumer, distribution, financial services, healthcare, manufacturing and media businesses. Since inception, Brazos has completed over forty transactions representing in excess of \$1.5 billion in value, including, among others Golden County Foods, Sadler's Smokehouse, Ennis Paint, Ancillary Healthcare Solutions, Walls Industries, and ORS Nasco. The firm is currently investing Brazos Equity Fund II, L.P., an investment partnership with \$400 million in subscriptions. For additional information about Brazos, please visit the firm's website at [www.brazosinv.com](http://www.brazosinv.com).

### **About Wholesome Holdings**

Wholesome Holdings Group, LLC was founded by Terry O'Brien and is focused on acquiring and overseeing the management of mid-sized companies and brands in the food and beverage sector. The firm targets acquisitions and recapitalizations of family-owned or closely-held businesses, as well as the acquisition of divisions of larger companies. The firm's management team has helped lead the operational consolidation of 14 food and beverage acquisitions totaling more than \$1.4 billion in revenue. For additional information about Wholesome Holdings, please visit the firm's website at [www.wholesomeholdings.com](http://www.wholesomeholdings.com).

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