

FOR IMMEDIATE RELEASE
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CALTIUS EQUITY PARTNERS EXITS ITS INVESTMENT IN DAVEXLABS

Los Angeles, CA 8/20/2013 - Caltius Equity Partners is pleased to announce its exit from its investment in DavexLabs, LLC through a sale transaction whereby an affiliate of WestView Capital Partners purchased the company.

Davex is a leading developer, designer, marketer and distributor of premium hair care products and services, all under the L'ANZA brand name. The company focuses on the sale of shampoo, conditioner, coloring products as well as styling products.

“David Berglass and his team have worked tirelessly over the years to build the L'anza brand into one of the leading hair care brands in North America. The team also has been very successful in developing a strong international business, especially in the European market,” said Garrick Ahn, Managing Director of Caltius. “We are pleased to be able to leave the company in good hands with the team at WestView who will support Davex in its next chapter of growth.”

“The Caltius team really helped me navigate some very challenging obstacles on our path to success,” said David Berglass, Chief Executive Officer of Davex. “Caltius also provided me with tremendous support over the years and provided me with the flexibility I needed to bring our common goals to fruition.”

Based in Los Angeles, Caltius Equity Partners has been making growth and control equity investments in amounts of \$5 million to \$20 million since 1999. Caltius Equity Partners invests in business services, consumer services & products, healthcare services, and specialty chemicals industries. For more information, please visit www.caltiussequity.com or call (310) 996-9566.



Jim Upchurch, President and CEO
jupchurch@caltius.com

Jeff Holdsberg, Managing Director
jholdsberg@caltius.com

Greg Brackett, CFO
gbrackett@caltius.com

Justin Benshoof, Senior Associate
jbenshoof@caltius.com

Garrick Ahn, Managing Director
gahn@caltius.com

Michael Morgan, Managing Director
mmorgan@caltius.com

Jeff Kendig, Vice President
jkendig@caltius.com

Tiffany Hsu, Associate
thsu@caltius.com