

FOR IMMEDIATE RELEASE
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CALTIUS EQUITY PARTNERS EXITS ITS INVESTMENT IN ELECTRA BICYCLE

Los Angeles, CA 1/15/2014 - Caltius Equity Partners is pleased to announce its exit from its investment in Electra Bicycle Company, LLC through a sale to Trek Bicycle Corporation.

Electra is a designer, marketer and distributor of premium, branded bicycles. The company specializes in the sale of adult and children's leisure bicycles as well as related parts, accessories and apparel.

"Skip Hess and his team did an excellent job of growing Electra's market share in the leisure segment of the bicycle market over the past several years. The team also successfully launched a European operation to directly oversee the marketing and distribution of Electra products throughout Europe, and also professionalized the global supply chain and logistics capabilities of the business," said Garrick Ahn, Managing Director of Caltius.

"The Caltius team served as true partners to us over the years as we worked closely together to develop and execute on our growth strategies," said Skip Hess, Chief Executive Officer of Electra. "Caltius was especially helpful in their analysis and development of Electra's sales structure and sales strategies that differed by geographic location."

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



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