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Palladium Partners Announces Investment in Sahale Snacks

New York, New York— Palladium Equity Partners, LLC, a private equity firm based in New York, announced that it has made a significant minority investment in Sahale Snacks, a Seattle-based producer of branded and private label all-natural, gourmet snack food products.

Winner of *Health* magazine's 2006 "Best of Food" award in the nut category, Sahale Snacks produces unique products that intersect important consumer trends in natural and gourmet foods. The Sahale Snacks line of six nut blends combines nuts and fruit with ingredients inspired by regional flavors, such as Moroccan harissa and chipotle. This product line captured the top four positions in the all-natural trail mix category among 134 SKUs within two years of launch, according to SPINS, a leading provider of information on the natural products industry.

Sahale Snacks launched its first products in January 2004 at a small grocery store in Seattle. Today, Sahale's products can be found in over 4,000 locations nationwide, including Target stores and many Costco warehouses. Sahale products are distributed through a national network of natural, grocery and specialty distributors and also sold in venues such as luxury hotels, cafes, theaters, and health clubs.

"We are excited to be partnering with Sahale Snacks," said Luis Zaldivar, Vice President of Palladium Equity Partners, LLC. "With Sahale Snacks' superior product offerings and Palladium's industry experience, we expect our collaboration to further enhance the Company's outstanding recent growth."

"Palladium's commitment will allow Sahale to create even more innovative and exciting new products and to further our core mission of offering people sophisticated, convenient and healthy food," added Edmond Sanctis, co-founder of Sahale Snacks.

This is the fifth investment of Palladium Fund III, which closed in March 2006 with \$520 million of committed capital.

About Palladium Equity Partners

Palladium Equity Partners, LLC (www.palladiumequity.com), based in New York, is an investment firm focusing on companies in sectors including food, business and financial services, healthcare, manufacturing, media and retail. Palladium has a particular focus on companies well-positioned to capitalize on the fast-growing U.S. Hispanic market. The principals have invested more than \$1 billion of equity in over 30 portfolio companies during the last two decades. Formed in 1997, Palladium currently has committed equity capital in excess of \$750 million.

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About Sahale Snacks

Sahale Snacks was founded in Seattle in 2003 by Josh Schroeter and Edmond Sanctis after climbing Mt. Rainier and enduring days of uninspiring trail mix and energy bars. The two friends set out to create a natural and healthy snack that tasted great. The company follows a simple philosophy: Start with natural whole foods, add a dash of culinary magic and offer busy consumers convenient, sophisticated, healthy snacks. Sahale Snacks is dedicated to helping people “Snack Better™.”

The founders named the company after Sahale Peak, which is north of the Cascade Pass in the North Cascades National Park in Washington State. Pronounced “sah-HA-lee,” it’s a beautiful peak with a cool glacier and great views. For more information please visit www.sahalesnacks.com or Sahale Snacks on Facebook and Twitter.

Sahale Snacks’ lines of Nut Blends and Glazed Nuts are available in conventional, natural and specialty grocers, as well as cafes, outdoor/recreation stores and hotels. A store locator is available on www.sahalesnacks.com.

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