



October 12, 2007

## **BISON CAPITAL PARTNERS II, LP ANNOUNCES RECAPITALIZATION OF BIG ROCK SPORTS, LLC**

Santa Monica, CA – Bison Capital Equity Partners II, L.P., (“Bison Capital”) has sponsored a recapitalization of Big Rock Sports, LLC (“Big Rock”). The transaction enabled the senior management team, led by President and CEO Ed Small, to acquire a majority interest in the company. Big Rock, through six facilities, is North America’s largest distributor of fishing and shooting sports equipment, offering more than 100,000 SKUs to nearly 15,000 independent specialty and mass retail accounts.

“All of us at Big Rock Sports are excited to partner with Bison Capital in conjunction with a management buyout of the Company. The transaction demonstrates the commitment that Big Rock’s management team has to our customers, vendor partners, associates, and the sporting goods industry overall. Bison’s investment philosophy and approach to the transaction was a unique fit with our company’s strategic objectives,” commented Ed Small.

According to Louis Bissette, Partner at Bison Capital, “We are partnering with an outstanding team at Big Rock Sports. Their dedication to both customers and vendors is unmatched in the industry, and the company is well-positioned to build further upon its current rapid growth. We are looking forward to being a part of Big Rock’s bright future.”

Bison Capital makes growth capital investments in middle-market companies, public or private, for expansion, acquisitions or balance sheet restructuring. The firm’s primary investment focus is partnering with entrepreneurs and management teams seeking capital to grow their businesses.

**Bison Capital Asset Management, LLC – Bison Capital Equity Partners II, LP**

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