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**Dancing Deer Baking Company Secures Growth Capital Investment
from River Hollow Partners, Generation Equity Investors, Ironwood Equity and Golden Seeds**

Funding will facilitate continued expansion for national gourmet baked goods brand

BOSTON (August 25, 2014) – Dancing Deer Baking Company, a leading national manufacturer of gourmet baked goods, today announced it has secured a growth capital investment from River Hollow Partners and a group of its existing institutional investors, including Generation Equity Investors, Ironwood Equity and Golden Seeds. The funding will allow Dancing Deer to further accelerate its already aggressive growth strategy as it expands into new categories, channels and geographies, while working toward its overarching goal to triple the size of its business in the next three to five years.

“River Hollow Partners’ growth capital investment and operating team strengthen an already strong group of existing investment partners,” said Frank Carpenito, president and CEO of Dancing Deer. “We have proven over the past few years that we have the right growth strategy in place, and this new funding will better position us to build on our brand strengths and realize the company’s full potential.”

In 2011, Dancing Deer implemented a three year strategic plan that resulted in four consecutive years of consistent revenue growth, highlighted by double-digit revenue increases in its important Wholesale and Corporate Gifting sales channels. The company’s most recent fiscal year, which ended in June, represented Dancing Deer’s best performance in its 20-year history. Over the past 15 months alone, the company has introduced 24 new products, including gluten-free, non-GMO and Sweet & Savory product offerings. The new investment will allow Dancing Deer to implement a more robust plan that includes placing an even greater emphasis on sales, marketing, product development and equipment innovation.

“Some of us have been investors in Dancing Deer for almost eight years, and over the past few years, have been quite encouraged by the company’s steady, continued growth,” said Gary Furst, principal at Generation Equity. “We are also quite eager to begin this new partnership with River Hollow Partners.”

“We are very enthusiastic to partner with Dancing Deer’s current shareholders and management team led by Frank Carpenito. Dancing Deer now has the capital necessary to accelerate the company’s growth both organically and through future acquisitions in the bakery, snack and gifting marketplaces,” said Amy Wolf, managing partner at River Hollow Partners.

About Dancing Deer Baking Company

Since 1994, Dancing Deer Baking Company, a leading national manufacturer of gourmet baked goods, has been known for its delicious, scratch-baked brownies, cookies, cakes, baking mixes and gourmet gift arrangements. The company is comprised of people who are passionate about food, nature, aesthetics and community. Dancing Deer has won many national awards and accolades for its distinctive products and innovative business practices. The company places an enormous emphasis on giving back to the community, most notably by helping homeless and at-risk families through their [Sweet Home Project](#) initiative. Dancing Deer baked goods can be found in specialty, natural food and grocery stores nationwide, on leading global airline carriers, and in gourmet gift arrangements for consumers and corporations that are sold on its website. For more information, please visit www.dancingdeer.com.

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