



MILWAUKEE (January 5, 2015) – Mason Wells, a leading Midwest-based private equity firm, announced the closing of the sale of Paris Presents, Inc. (“Paris Presents” or the “Company”) to Wasserstein & Co., LP, (“Wasserstein”) a mid-market private equity firm. Paris Presents, headquartered in Gurnee, IL, is a leading provider of branded personal care products including cosmetic and bath accessories to domestic and international mass retailers, national and independent drug stores, specialty beauty stores, grocery stores and e-commerce retailers.

“This sale concludes a highly successful partnership with the outstanding management team at Paris Presents, led by CEO Patrick O’Brien,” said Kevin Kenealey, Senior Managing Director at Mason Wells. “Under our ownership, Paris Presents has emerged as one of the fastest growing branded personal care companies. The management team established the Company as a leader in its categories through world-class product innovation, consumer insights, leading edge marketing strategies, and operational excellence. The momentum behind the Company’s flagship brands, Real Techniques, Eco-Tools and Body Benefits, has the business poised for continued exceptional growth both domestically and internationally under the new ownership of Wasserstein.”

Patrick O’Brien, CEO of Paris, said “The teamwork and chemistry between my management team and Mason Wells was extraordinary. The support of Mason Wells on all levels helped us to further establish Paris Presents as a best-in-class company in its categories. We are very excited to continue to grow and expand the business under the ownership of Wasserstein. We look forward to continuing to provide consumers with innovative products and executing on the robust growth opportunities in front of us.”

About Paris Presents

Founded in 1947, Paris Presents is a global company that creates and distributes beauty products and personal care accessories that elevate the beauty experience for women. The Company’s leading brands include Real Techniques, Eco Tools and Body Benefits. Paris Presents provides a wide range of product categories and customized services through a strong network of national and global retailers. For more information, visit www.parispresents.com.

About Mason Wells

Mason Wells is a leading Midwest-based private equity firm that is currently investing through Mason Wells Buyout Fund III, a \$525 million fund. Since Mason Wells was formed in 1998, its buyout funds have invested in four specific industry sectors: Outsourced Business Services, Consumer Packaged

Goods, Engineered Products & Services and Packaging Materials & Converting. For more information related to Mason Wells, please visit the firm’s website at www.masonwells.com.