

WILLOWOOD USA

Press Release

4.20.16

Willowood USA teams up with Lariat Partners

Contact: Joe Middione – Chief Operating Officer
Mobile: 559-288-5674
Email: joem@willowoodusa.com

April 20, 2016. Roseburg, OR – Willowood USA announced today that they have teamed up with Lariat Partners, a Denver based private equity firm to further expand their product portfolio and market expansion.

“The strategic investment that Lariat Partners has made in our company will rapidly fuel our growth and presence in U.S. agriculture” states **Brian Heinze** – Willowood USA President and CEO. “We have experienced excellent growth these past 5 years but this investment from Lariat will ramp up our expansion and presence in markets that we have not yet penetrated.”

Lariat is providing the necessary growth capital to help Willowood USA make strategic hires, internally develop and opportunistically acquire new products, and enhance its sales and marketing efforts.

“We are once again off to another record year of sales” stated **Andy King** – Willowood National Sales Manager. “Our growing product portfolio combined with low commodity prices and growers’ desire to reduce input costs have worked in our favor this season.”

Kevin Mitchell, Managing Partner for Lariat Partners, said: “We are very impressed with the management team at Willowood USA and the success they have experienced bringing valuable crop protection products to market at a time when growers are increasingly demanding high performing herbicides, fungicides, and insecticides at a competitive price. Specialty Agriculture is a sector of focus for Lariat and we have a particular interest in crop protection. We feel our investment in Willowood’s future growth is a great fit for our CORE Investment Strategy.”

About Willowood USA

Willowood USA continues to set the pace as one of the fastest growing generic crop protection companies in U.S. agriculture. Willowood USA is a U.S. based manufacturer of post patent crop protection herbicides, fungicides, insecticides and plant growth regulators for the agriculture, turf and vegetation management industries. For more information on the complete line of Willowood USA products, go to www.willowoodusa.com.

About Lariat Partners

Denver based Lariat Partners is a private equity firm focused on redefining the private equity experience in the lower-middle market. With its *People First, Strategy Second* relationship philosophy and its CORE investment strategy targeting Consolidations, Consumables and Recurring Revenue businesses, Lariat offers a differentiated approach to partnering with entrepreneurs and growing their middle market businesses. The firm targets companies across a number of industries, including Specialty Agriculture, Energy & Environmental Services, Consumer Products and Maritime Services. For more information visit www.lariatpartners.net