

The **Anderson** Group

121 West Long Lake Road, Suite 320
Bloomfield Hills, MI 48304
248.645.8000 • Fax 248.645.8001

111 2nd Avenue NE, Suite 1250
St. Petersburg, FL 33701
727.897.5630 • Fax 727.897.5631

FOR IMMEDIATE RELEASE

Contact: **Thomas Gaffney**
Partner
The Anderson Group, LLC
(727) 897-5630

THE ANDERSON GROUP EXITS ALLIANCE FOOD EQUIPMENT HOLDINGS, LLC (WCB ICE CREAM)

St. Petersburg, Florida, September, 2014 – The Anderson Group, LLC sold Alliance Food Equipment Holdings, LLC d/b/a WCB Ice Cream to a strategic acquirer, GRAM Equipment, A.S.

Prior to Anderson’s ownership, WCB was a conglomeration of under-performing, separately managed businesses owned by a multibillion dollar corporate parent. Anderson partnered with management to purchase the assets of WCB and worked to optimize the company’s operations, then to establish WCB as a premier global supplier of capital equipment and replacement parts to its international customer base. At the time of the sale, WCB was one of the leading suppliers in its industry.

“We very much enjoyed our partnership with Neal White and the rest of the WCB management team, and we thank them for several years of strategic growth,” said Tom Gaffney, an Anderson Group Partner. “This team was able to develop the company into a first-class global organization with tremendous growth prospects. We wish everyone at WCB and GRAM continued success.”

About The Anderson Group

Founded in 1985, The Anderson Group is an operationally-oriented private equity investment firm focused on acquiring control positions in companies at the lower end of the middle market. Senior professionals at Anderson each have between twenty and thirty years of operational experience in various businesses and industries. Anderson specializes in three types of transactions: turnaround opportunities, special situation investments and recapitalizations. Although Anderson does not have a specific industry focus, it typically acquires businesses in the niche manufacturing, distribution or service industries. The Anderson Group is not an institutional fund; it invests its own committed pool of capital. As such, Anderson does not have to worry about capital calls, investment approval processes, mandates and holding periods. Thus, Anderson can offer a faster approval/transaction process, a certainty to close, flexibility in equity ownership and an ability to invest throughout the capital structure that other funds often cannot. This structure also allows Anderson to work with portfolio companies without the outside pressures and requirements of institutional investors. For more information about The Anderson Group please go to www.andersongroup.biz.