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Milestone Adds New eCommerce Platform to Portfolio

Radnor, PA, July 27, 2017 – Milestone Partners (“Milestone”) is pleased to announce that it closed an equity recapitalization of Occasion Brands (“Occasion Brands” or the “Company”) in partnership with management on June 30, 2017. Occasion Brands is an online technology-enabled, data-driven analytics and procurement platform specializing in providing women’s formal wear and related accessories.

Based in New York, NY, Occasion Brands currently operates through two URLs, www.PromGirl.com and www.SimpleDresses.com, to provide a unique, one-stop experience for major events in a woman’s life. Since its founding, Occasion Brands has built a reputation as a leader in the industry with national scale, unparalleled selection and a dedicated commitment to customer service.

John Shoemaker, Managing Partner at Milestone, stated: “David Wilkenfeld and his team have built a terrific customer experience, management team and proprietary front-end data aggregation process that offers analytics on consumer trends and preferences that has enabled Occasion Brands to become an industry leader in the online special occasion category. We look forward to working with the Company during the next phase of its growth.”

David Wilkenfeld, CEO of Occasion Brands added: “Milestone has an impressive amount of experience in the eCommerce sector. We are excited to partner with them and leverage their breadth, knowledge, and eCommerce operating network expertise as we continue to strive to be the consumer’s preferred choice for any special occasion event.”

The law firm Pepper Hamilton LLP served as legal counsel to Milestone and Dinan & Company advised Milestone and co-invested in the transaction. Financo advised the Company.

For more information about the transaction, please contact [John Shoemaker](mailto:John.Shoemaker@milestonepartners.com) at Milestone Partners.

Milestone Partners (www.milestonepartners.com) is a private equity firm that partners with management to invest in leveraged buyouts and recapitalizations of lower middle market businesses. Milestone pursues companies in tech-enabled services, software, financial services and manufacturing sectors. Based in suburban Philadelphia, Milestone was founded in 1995 and is currently investing in new platforms out of its fourth fund.

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