

Arlington Advises Maui Wowi on its Sale to Kahala Brands

Birmingham, AL – November 3, 2015 Arlington Capital Advisors, LLC, a boutique investment bank that specializes in advising closely-held consumer businesses, announced today that it served as exclusive financial advisors to Maui Wowi on its sale to Kahala Brands. The acquisition is the fourth smoothie brand in the Kahala portfolio. Terms of the transaction were not disclosed.

"Maui Wowi, with 400 mobile carts and 29 standalone retail units operated by 200 franchisees, is a perfect addition to our family of smoothie brands and our portfolio of concepts as whole. This purchase further expands our smoothie footprint to more than 800 locations and allows us to be a part of such a fun concept and fantastic food and flavor profile, where we can bring the great tastes of Hawaii to the mainland and around the world," said Michael Serruya, Chairman and CEO of Kahala Brands.

The first Maui Wowi Hawaiian location opened in Salt Lake City, Utah in 1982 when its founders wanted to bring the freshly blended smoothies of Hawaii that they loved to the mainland. After perfecting its product and model, the brand began franchising in 1997, offering its delicious smoothies to an even wider audience and providing franchisees a unique, fun business model promoting all-natural, healthy, high quality products. Today Maui Wowi not only offers smoothies, but also an exclusive line of Kona espresso and cappuccino drinks, as well as a gourmet line of authentic blended coffees from Maui, Kona, Kauai, and Molokai. Maui Wowi Hawaiian truly is a distinct and authentic brand that offers the very best of the Hawaiian Islands.

Kahala Brands will consolidate the corporate operations and run the franchising platform for the brand from its headquarters in Scottsdale, Arizona.

About Maui Wowi

Jeff and Jill Summerhays established Maui Wowi to provide their family with a healthy alternative to the sugar and fat laden foods that seemed to be everywhere. Over the years, the duo continued to painstakingly perfect their proprietary non-fat yogurt recipes. Today, Maui Wowi Hawaiian Smoothies are served in more than 400 locations across the world. For further information, visit www.mauiwowi.com.

About Kahala Brands

Headquartered in Scottsdale, Arizona, Kahala Brands is one of

the fastest growing franchising companies in the world with a portfolio of 14 quick-service restaurant brands with approximately 2600 locations in over 25 countries including: Cold Stone Creamery®, Blimpie®, TacoTime™, Samurai Sam's Teriyaki Grill®, The Great Steak & Potato Company™, NrGize Lifestyle Café™, Surf City Squeeze®, Johnnie's New York Pizzeria™, Cereality®, Kahala Coffee Traders® Frullati Café & Bakery™, Rollerz™, Ranch One® and America's Taco Shop®. For more information, visit www.kahalabrands.com.

About Arlington Capital Advisors

Arlington Capital Advisors is a boutique investment bank that specializes in providing middle-market businesses with advisory services. Arlington focuses on providing strategic advice to its clients, including sell-side and buy-side mergers and acquisitions, sourcing growth capital and other capital-centric strategic alternatives for businesses across a wide array of industries including a specific focus and expertise in consumer businesses. Securities offered through M&A Securities Group, Inc. M&A Securities Group, Inc. and Arlington Capital Advisors are not affiliated companies.

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