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For Immediate Release

Roark Capital Group to Acquire Atkins Nutritionals

Atkins is one of the world's premier weight loss brands

Atlanta, GA (Dec. 10, 2010) –Roark Capital Group, an Atlanta-based private equity firm, announced today that its affiliates have acquired Atkins Nutritionals, a leading international weight control and nutrition brand. Atkins' management team, led by CEO Monty Sharma, will remain with the business and invested alongside Roark Capital in the transaction. Terms of the transaction were not released.

The Atkins Nutritional Approach, supported by more than 50 clinically-reviewed published studies, has helped millions of people lose weight since the system was popularly introduced in the 1960's. The Company offers consumers its Atkins diet program and a full suite of weight loss and weight management support tools online at www.atkins.com. Through a unique line of nutritional bars, ready to drink shakes, other snacks, and a low-sugar carbohydrate-optimization weight management program, Atkins provides an effective weight loss system and lifestyle tools to a growing number of consumers worldwide. Atkins sells its products in the nutritional aisle at approximately 30,000 retail outlets, across the food, drug, and mass-merchant channel throughout the United States and in over 20 countries around the world.

"We are very excited to partner with Monty Sharma and his team to help support the continued growth of the Atkins brand," said Ezra Field, Managing Director of Roark. "Atkins is consistent with our strategy of investing in leading consumer businesses with strong brands, differentiated market-positions and identifiable growth opportunities," Field continued.

Monty Sharma, Atkins CEO, added "I'm very pleased to have Roark as a partner to support the continued growth of the Atkins brand. Their operational approach and the weight management sector experience they bring make them a terrific partner for Atkins and its management team going forward."

Lou Marinaccio, Managing Director of North Castle Partners, added: "This investment further validated the North Castle strategy of reinvigorating a brand based on consumer feedback. Moreover, we are very happy that Monty, his team, and the Atkins brand have found a great partner in Roark Capital to support their continuing growth initiatives."

Lazard Middle Market provided strategic and financial advice to North Castle Partners. Ableco provided financing for the transaction.

About Roark Capital Group

Roark Capital Group is an Atlanta-based private equity firm that specializes in consumer, business and environmental services companies with attractive growth prospects and revenues ranging from \$20 million to \$1.0 billion. Roark focuses on middle-market investment opportunities through family-owned business transfers, management and corporate buyouts, recapitalizations, going-private transactions and corporate divestitures. Roark has acquired 19

franchise/multi-unit brands that collectively have approximately 3,500 franchisees and \$5 billion in system-wide revenues across 50 states and 43 countries. Its current franchise portfolio includes Carvel, Cinnabon, Schlotzsky's, Moe's Southwest Grill, franchisor of Seattle's Best Coffee® on certain military bases and in certain international markets, McAlister's Deli, Money Mailer, Fast Signs, Batteries Plus, Primrose Schools, Pet Valu, Wingstop and Auntie Anne's. The firm has more than \$1.5 billion of equity capital under management. For more information, visit www.roarkcapital.com.

About Atkins Nutritionals

Founded in 1989 and headquartered in Denver, CO, Atkins Nutritionals, Inc. provides the largest and best-known, scientifically-supported carbohydrate-optimization weight-management program in the world and is the second-largest U.S. weight management brand at retail. The Company markets great-tasting, Atkins diet-compliant nutrition bars, shakes, and better-for-you confections under the Atkins Advantage and Atkins Indulge brands that have a proven nutrition advantage versus the competition – high protein, fiber, vitamins and minerals, low sugar and no trans fats. The Atkins diet program and the Atkins Advantage and Atkins Indulge products appeal to healthy, active men and women who choose foods wisely to enhance their health and well-being, as well as those consumers seeking a safe, effective, and sustainable way to lose and manage their weight. The Atkins diet plan and weight-management lifestyle, known as the Atkins Nutritional Program, is strongly supported by credible science — more than 50 clinically-reviewed, published studies support its efficacy and safety. Empirically, many consumers have maintained a healthy lifestyle for years, and in some cases decades, following the basics of the Atkins Nutritional Program. For more information, please visit www.atkins.com.

About North Castle Partners

North Castle Partners is a leading small-cap consumer private equity investor with a focus on the health, wellness and active living markets. North Castle's mission is to partner with entrepreneurial management teams to build great companies both through tangible value creation initiatives that leverage its deep experience, knowledge base and network, and by pursuing a values-based approach that promotes stronger partnerships. North Castle's current portfolio includes such well-known brands as Flatout Flatbreads, Ibex Outdoor Clothing, glominerals, Mineral Fusion, Red Door Spas, Performance Bicycle, World Health Club, Cascade Helmets, and Octane Fitness. Prior portfolio company holdings include Naked Juice Company, Enzymatic Therapy, Equinox Fitness, EAS, CRC Health Group, Doctor's Dermatologic Formula, and Avalon Natural Products. North Castle is headquartered in Greenwich, CT. For more information, visit www.northcastlepartners.com.

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