

IN THE NEWS

Culbro Returns

October 6, 2005

New York, NY – October 6, 2005 – Culbro, LLC was formed today as the private equity investment vehicle of the Cullman family. The \$75 million fund will reinvest a portion of the proceeds from the family's sale of General Cigar Holdings, Inc. to Swedish Match earlier this year. Culbro takes its name from Culbro Corporation, a public company controlled by the Cullman family that included General Cigar among other holdings.

Culbro, LLC will be managed by members of three generations of the Cullman family including Edgar M. Cullman Sr., Edgar M. Cullman Jr. and David Danziger. Together they have over 100 years of combined experience in consumer products businesses.

It will make both control and minority investments in middle market consumer products and services businesses. It is targeting four vertical segments including specialty food, pet products, education and catalogue or internet sales. It also has a significant private equity effort in India.

Edgar Cullman Jr., Managing Member of Culbro LLC, said, "We look forward to the opportunity to partner with management teams in the consumer products and services segment to help their businesses flourish and produce excellent returns."

Contacts

Culbro, LLC

David Danziger

646-461-9170

info@culbro.com