

For Immediate Release

Jim Waldeck Joins Mountain Valley Spring Water as Executive Chairman

Hot Springs, AR, December 1, 2014 – Mountain Valley Spring Water, a Great Range Capital portfolio company, today announced that Jim Waldeck has joined the business as Executive Chairman. In this role, Mr. Waldeck will actively assist the existing Mountain Valley management team in developing and implementing a variety of strategic and operational initiatives aimed at driving continued profitable growth for the business.

Mr. Waldeck gained over 30 years of experience in the bottled water industry at Nestle Waters, serving in multiple senior roles over that time. His experience includes positions in route operations, sales management, supply chain management and administrative management and, most recently, he served as the President of Nestle Waters Canada, which grew from \$140 million to \$700 million in annual sales under his stewardship.

“Mountain Valley Spring Water has a unique and impressive heritage within the bottled water segment,” said Mr. Waldeck. “I’m eager to work with the brand and its management team in building upon its existing legacy and enhancing its already strong position within the bottled water market.”

“Jim clearly has a terrific background and has enjoyed a great deal of success within the bottled water industry and we’re pleased to have him join our team,” said Brad Frieberg, President of Mountain Valley Spring Water. “We look forward to partnering with him as we begin a new chapter of growth.”

“We expect Jim to be a tremendous resource for Mountain Valley. We’re fortunate to have the opportunity to benefit from Jim’s extensive experience within the bottled water industry and are thrilled that someone of Jim’s caliber has joined Mountain Valley,” said Paul Maxwell, Managing Partner of Great Range Capital.

Mountain Valley, “America’s Premium Water since 1871,” is the oldest continuously operated bottled water company in the United States. It competes in the premium segment of the bottled water market and serves individual consumers, major retailers and food service operators in all fifty states and selected international markets. Great Range Capital acquired a majority stake in Mountain Valley in February 2014.

Great Range Capital, a private equity firm based in greater Kansas City, primarily targets controlling equity investments in Midwestern companies with revenues ranging from \$10 to \$150 million. Learn more at www.greatrangecapital.com.