



NEWS

FOR IMMEDIATE RELEASE

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Region's Top Investment Bank Names New Partner

DCA Partners names M&A professional Craig Mitchell as Partner

Roseville, CA – DCA Partners (“DCA”), the region’s leading locally based and regionally focused investment bank and affiliated private equity firm, announced today that Craig Mitchell, who joined DCA in late 2015 as a Director, has been named a Partner in the firm.

While at DCA, Mr. Mitchell has successfully led complex buy-side and sell-side transactions for DCA clients with excellent results. “Steve Mills and I have been exceptionally selective in our search for an additional Partner,” said DCA Managing Partner Curt Rocca, “but we could not have found a more deserving or more capable person than Craig, so we are thrilled to have him as our Partner as we continue to enhance the services we provide to our clients.”

“We have immense respect for, and trust in, Craig,” continued DCA Partner Steve Mills. “He has consistently displayed an impactful level of expertise, diligence, and creativity in delivering outstanding results for our clients. Moreover, he is a tenacious advocate for our clients, and sets the bar for the entire organization with his tireless work ethic and team-based attitude,” Mills concluded.

Mr. Mitchell brings to DCA over twenty years of finance, accounting, and consulting experience across a broad range of industries, and has worked on over 40 transactions that have ranged in size from \$1 million to over \$5 billion. Prior to joining DCA Partners, Mr. Mitchell was a Director at LP Capital Advisors, where he advised large, institutional investors with over \$100 billion in private equity commitments.

Prior to LP Capital Advisors, Mr. Mitchell was a mergers and acquisitions investment banker at Wachovia Securities, where he executed sell-side and buy-side engagements, including the \$364 million sale of Logan’s Roadhouse to Bruckmann, Rosser, Sherrill, and Co. and the sale of U.S. Silica to Harvest Partners, et al.

Mr. Mitchell also worked in Debt Capital Markets at Banc of America Securities, where he assisted on the issuance of high-yield bonds and other debt instruments, including a \$100 million offering for Speedway Motorsports, an \$800 million offering for Cablevision Systems Corp., and a \$1.25 billion offering by Freescale Semiconductors.

Mr. Mitchell has also owned and operated his own businesses, including Rainbow Tavern & Lodge and Triple Peak Beverages. Additionally, he has worked with numerous high-growth

ventures. Mr. Mitchell assisted Noodles & Co. (NDLS) during its formative years when it grew from three locations to 12 locations. Noodles & Co. is now a public company with over 400 locations. Mr. Mitchell also worked at TargetSmart, a customer relationship management software company, Epicor, an enterprise resource planning software company, and Lids, a retailer that tripled in size from 13 stores to over 40 stores during his tenure and subsequently sold to Hat World when it had 290 stores. Mr. Mitchell started his career in Sacramento at Ernst & Young, where he became a Certified Public Accountant.

Mr. Mitchell earned his Bachelor of Science in Business Administration from the University of California, Berkeley and his Master's Degree in Business Administration from the University of North Carolina, Chapel Hill.

About DCA Partners, LLC

DCA Partners, LLC is the Sacramento and Central Valley's leading Investment Banking and Private Equity firm. On the Investment Banking side, DCA helps family-owned and other closely held businesses grow through acquisition (buy-side advisory), or maximize the value they receive in a sale of the business (sell-side advisory). Similarly, the Private Equity Investment arm invests in growing family-owned and other closely held businesses in a broad spectrum of industries throughout the region. DCA can provide investment capital with very flexible structures for a variety of purposes, including growth capital, acquisition financing, and complete company buyouts.

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