



Press Release

2 December 2008

Vorwerk Ventures invests in pet food direct selling company „Dinner for Dogs”

Wuppertal (Germany) 2 December 2008 --- Vorwerk Direct Selling Ventures, the corporate venture capital entity of the Vorwerk Group, is funding the growth path of CenturyBiz GmbH which is marketing pet food via direct selling. CenturyBiz GmbH develops and distributes high-quality natural pet food and additional selected products for dogs and cats under the brand names of Dinner for Dogs and Dinner for Cats. The slogan “Frische, wie selbst zubereitet” (home-made freshness) spells out the company’s philosophy and quality standards. Since its inception in 2002, the company has achieved a market-leading position in direct selling of pet food products in Germany. With the Dinner for Dogs brand, the company is set to generate a double digit million sales volume in 2008 and has an annual growth rate of more than 20 percent. With its new partner Vorwerk Ventures, the company aims to expand its market position even further and drive internationalisation. The parties have agreed to keep the details of the investment confidential.

“We see the direct selling of high-end pet food products as a promising business opportunity,” say Norbert Muschong and Dirk Meurer, managing directors of Vorwerk Ventures. “With Frank Hertrich and Michael Keck at the helm, the company is managed by two industry experts and serial entrepreneurs.”

“We’re very pleased to be working with a partner that will promote further growth thanks to its valuable direct selling expertise and extensive networks. Its international experience, in particular, will secure an additional competitive edge for us,” say the founders and managing partners Frank Hertrich and Michael Keck.

CenturyBiz GmbH holds a top position in the highly attractive pet food market with its Dinner for Dogs brand, particularly since direct selling are becoming increasingly important in the market. With its premium fresh menus and premium complete dry food, Dinner for Dogs has already won 180,000 customers. Some 120 staff work daily to ensure that telephone advice and sales run as smoothly as possible. Customers also appreciate the door-to-door delivery as an additional, highly convenient service. Dinner for Dogs combines telesales, e-commerce and direct selling to an integrated multichannel sales strategy.

The parties were advised on the transaction by Esch & Kramer RAe, Rödl & Partner and Beisse & Rath.

For further information, please contact:

Vorwerk Direct Selling Ventures GmbH
Monica Titos Fernandez
Mühlenweg 17- 37
42270 Wuppertal
Telefon: +49 202 564 1701
Fax: +49 202 564 1708
E-Mail: monica.titos@vorwerk.de

Dinner for Dogs
CenturyBiz GmbH
Michaela Keck
Breitengraserstrasse 6
90482 Nürnberg
Telefon: +49 911 5399357
Fax: +49 911 5399399
E-Mail: michaela.keck@centurybiz.de

About Dinner for Dogs

The Dinner for Dogs brand is sold by CenturyBiz GmbH, which is headquartered in Nürnberg and entertains a branch office in Gera. The company was founded at the end of 2002 and has been profitable since 2003. In 2004, CenturyBiz was awarded the founder prize of the Mittelfranken Chamber of Industry and Commerce (IHK). A member of the Zentralverband Zoologischer Fachbetriebe Deutschlands e.V. (German Pet Trade and Industry Association), the company uses direct selling to market high-quality canned and dry food as well as chew products aimed primarily at dogs.

Dinner for Dogs products feature a particularly high percentage of animal protein. They are freshly prepared with great care from natural, healthy ingredients. Dinner for Dogs stands for food rich in natural vitamins and minerals without any artificial flavouring, fragrances, colouring or preservatives.

For more information, please visit: www.dinner-for-dogs.com

About Vorwerk Direct Selling Ventures GmbH

Vorwerk Direct Selling Ventures is an independent investment entity within the Vorwerk Group, investing venture capital in young, innovative direct-selling companies.

Vorwerk Ventures has a unique investment approach, focusing on rapidly growing companies that sell their products and services directly to their customers, either through person-to-person direct sales or via channels such as the Internet, catalogue sales or home shopping. Vorwerk Ventures uses minority investments to back entrepreneurs who are looking for a strong financing partner with an understanding of the specific challenges posed by direct sales, while at the same time remaining at the helm of their company.

In addition to providing a sound financial base, Vorwerk Ventures creates added value for investee companies by offering them access to the extensive experience and the international networks of the Vorwerk Group. The corporate venture capital company was founded in 2007 and is headquartered in Wuppertal, Germany.

For more information please visit: www.vorwerk-ventures.com