



BRAZOS PRIVATE EQUITY PARTNERS, LLC

Brazos Private Equity Partners Announces Investment in European Wax Center

Dallas, Texas, April 2, 2013 — Brazos Private Equity Partners, LLC, a leading Dallas-based private investment firm, announced today an investment in European Wax Center (“EWC” or the “Company”), the leading provider of facial and body wax treatment services through its network of franchise stores. Financial terms of the transaction were not disclosed. Existing management, led by co-founders David and Josh Coba, who serve as CEO and COO, respectively, will continue to run the Company and will retain a significant equity stake in the business. Princeton Ventures, a private investment firm based in Princeton, NJ, invested alongside Brazos in this transaction.

Based in Hallandale, FL, EWC provides facial and body waxing services and related cosmetic and beauty products through its franchise network of more than 250 stores. EWC has become one of the fastest growing franchise concepts in the United States by developing proprietary wax and a waxing process that it believes is more comfortable and provides better results than competing hair removal service offerings.

“The investment in EWC is an exciting opportunity for Brazos to invest in a category-leading consumer company with a strong business model and exceptional growth potential,” said Jeff Fronterhouse, Co-Chief Executive Officer and Co-Founding Partner of Brazos. “We look forward to working closely with the Coba family and other members of management to help EWC continue to execute its growth plan.”

“I am tremendously excited about EWC’s future, and our new partnership with Brazos will be an extraordinary step in EWC’s development,” said David Coba. “My family has developed EWC into a market-leading company and we look forward to leveraging Brazos’s expertise and network of relationships as we look to further grow our business.”

About European Wax Center

European Wax Center, headquartered in Hallandale, Florida, is the industry leading franchisor serving the growing health & wellness and personal care consumer categories by providing facial and body wax treatment services and related products in franchised stores. With over 250 stores open across 31 states, EWC is one of the fastest growing franchise concepts in the United States.

About Brazos Private Equity Partners, LLC

Brazos Private Equity Partners is a Dallas-based private equity firm that manages approximately \$1.4 billion of equity capital. Brazos focuses on investments in leading middle-market consumer, healthcare, commercial & industrial, and business services companies, and partners with outstanding management teams and/or families of closely-held businesses to maximize growth and shareholder value. Brazos has been one of the most active middle-market private equity investment firms, having completed in excess of 80 transactions over the past decade.

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