



## Board of Directors

### Steven R. Berrard

Mr. Berrard is Co-Founder and Managing Partner of New River Capital Partners, a private equity fund. He co-founded and worked until 1999 as Co-Chief Executive Officer of AutoNation, Inc., which through its affiliated dealers is the largest new and used vehicle retailer in the United States. He also served as Vice Chairman of Blockbuster Entertainment Corporation prior to its acquisition by Viacom in 1994. Mr. Berrard held various finance positions in his career, including Chief Financial Officer of Blockbuster.

### Beth L. Bronner, Managing Director

Ms. Bronner is a Managing Director of Mistral Equity Partners. She is a senior business leader with an outstanding track record delivering strong, profitable revenue and market share growth for marquee brands — Jim Beam, Revlon, Nabisco, AT&T, Haagen-Dazs and Citibank. Ms. Bronner was Global Chief Marketing Officer of Beam Spirits and Wine, President of consumer businesses for Revlon, Haagen-Dazs and Sunbeam and held senior marketing positions across a diverse group of consumer focused product and service industries. Ms. Bronner currently serves on the Board of Directors for Assurant, Inc., the Hain-Celestial Group, several not for profit organizations including The Goodman Theater, The Cradle Foundation, The University of Chicago Laboratory School and The Women's Board of The Museum of Contemporary Art. Ms. Bronner received a B.A. from Vassar College and an M.B.A. from The University of Chicago.

### Thomas C. Byrne

Mr. Byrne is co-founder and Managing General Partner of New River Capital Partners, L.P., a private equity venture capital fund. Prior to founding New River, Mr. Byrne served as Vice-Chairman of Blockbuster Entertainment Group, a division of Viacom, Inc. In this capacity, Mr. Byrne was responsible for business development, international operations, technology and online operations, and worldwide acquisition programs. Mr. Byrne is a Certified Public Accountant and prior to joining Blockbuster, was with KMPG Peat Marwick.

### Rick Federico

Mr. Federico has been the Chief Executive Officer of P.F. Chang's and Director of P.F. Chang's since February 1996. In December 2000, Mr. Federico was named Chairman of the Board of P.F. Chang's. From February 1989 to January 1996, Mr. Federico served as President of the Italian Concepts division of Brinker International, Inc (NYSE: EAT), where he was responsible for concept development and operations. Under Mr. Federico's direction, this division grew from one unit in 1989 to more than 70 units by 1996.

### Andrew R. Heyer

Mr. Heyer is the Chief Executive Officer and a Managing Director of Mistral Equity Partners. Prior to founding Mistral, Mr. Heyer served as a Founding Managing Partner of Trimaran Capital Partners, L.L.C., which is the investment manager of the Prior Funds, and a member of the Investment Committee of Trimaran Advisors, L.L.C.. Mr. Heyer was formerly a vice chairman of CIBC World Markets Corp. and a co-head of the CIBC Argosy Merchant Banking Funds. Prior to joining CIBC World Markets Corp. in 1995, Mr. Heyer was a founder and Managing Director of The Argosy Group L.P. Before Argosy, Mr. Heyer was a Managing Director at Drexel Burnham Lambert Incorporated and, previous to that, he worked at Shearson/American Express. Mr. Heyer currently serves on the Board of Directors of The Hain Celestial Group, Inc., Shearer's Foods, Inc., Brite Media Group LLC, Charlie Brown's Acquisition Corp., El Pollo Loco, Inc. and Village Voice Media, LLC. Mr. Heyer received his B.Sc. and M.B.A. from the Wharton School of the University of Pennsylvania, graduating magna cum laude. Mr. Heyer currently serves as Chairman of the Board of Overseers of the University of

Pennsylvania School of Social Policy & Practice and is a Member of the Board of Trustees of the University of Pennsylvania.

#### Lesley H. Howe

Mr. Howe spent more than 30 years with the international accounting firm of KPMG Peat Marwick, LLP, where he was a senior partner and from 1994- 1997 served as Area Managing Partner for the Los Angeles office. Mr. Howe served as CEO of Consumer Networks LLC, a San Diego-based internet marketing and promotions company from 2001 until its sale in 2007. Mr. Howe is a member of the board of directors of P.F. Chang's China Bistro Inc., NuVasive, Inc., and Volcano Corporation.

#### Ramon Martin-Busutil

Mr. Martin-Busutil has spent over twenty years in top management/leadership positions in the international business community, recently as President of International Blockbuster Entertainment, a Viacom company. Prior to that, Ramon was President of Cadbury Schweppes Europe and had extensive management responsibilities at General Foods (today Altria-Philip Morris Kraft Foods) in marketing, sales, manufacturing, and R&D areas. During his corporate career, Ramon managed, bought, sold, merged, restructured, and led companies on four continents. He was President of multibillion dollar divisions, turn-around companies, start-up ventures, lead M&A terms in more than 15 transactions for a total consideration of more than \$1 billion. He lives in Spain and the U.S.

#### Michael Serruya

Mr. Serruya co-founded CoolBrands International Inc. in 1986 and has been its Chief Executive Officer and President since November 17, 2006. He serves as Chairman of CoolBrands International Inc. and as Chairman of Yogen Früz World Wide Incorporated.

#### Brian Swette

Mr. Swette received his B.S. in Economics from Arizona State University in 1976, and currently sits on the board of Burger King, a Texas Pacific Group holding, and CBL Partners. He is a key investor in theladders.com, Madison Road Entertainment, CBL and Texas Pacific Group portfolio companies. Prior to these affiliations, Mr. Swette served as the Chief Operating Officer and Executive Vice President, eBay Inc. Mr. Swette brings more than 20 years of experience in consumer marketing and is leading the emerging ecommerce arena, overseeing international outreach, marketing, and customer support efforts at eBay, Inc. Prior to joining eBay, Brian was Executive vice president and chief marketing officer of the Pepsi-Cola Company. In this capacity, he was responsible for the worldwide marketing and advertising efforts for all of Pepsi-Cola's brands, encompassing established trademarks such as Pepsi, Diet Pepsi, Mountain Dew, 7UP, Mirinda, Slice, Lipton Iced Tea, Lipton Brisk, All Sport, Aquafina, and Starbucks Frappuccino coffee drink. He directed business strategy, brand architecture, and new product activity as well.

#### James D. White

Mr. White joined Jamba Juice December 1, 2008 as President and Chief Executive Officer, Jamba Inc. Previously, James was SVP of Consumer Brands for Safeway Stores with responsibility for Brand Strategy, Innovation, Manufacturing and Commercial Sales (2005 – 2008) and was SVP of Business Development, North America at the Gillette Company where his responsibilities included Centralized Marketing, Sales, Retail Execution, Marketing Planning and Canadian Operations from (2002 – 2005). James also held Executive and Management roles with Nestle Purina (1987-2002) and the Coca Cola Company (1983-1987). James is a graduate of Fontbonne University, MBA and the University of Missouri, Columbia, BS. He sits on the Boards of The Organic Center and The Network of Executive Women.