

Contact: Steve Leen, Chief Financial Officer  
(650) 843-2204  
[www.avidbank.com](http://www.avidbank.com)

**FOR IMMEDIATE RELEASE**

PRESS RELEASE

**Avidbank Corporate Finance provides Credit Facilities to Japonese LLC**

Palo Alto, CA – April 14, 2015 – Avidbank Corporate Finance, a Division of Avidbank that specializes in technology and asset-based funding, has provided financing to support the acquisition of Japonese LLC located in San Ramon, California by Private Equity firm, San Francisco Equity Partners. The facilities include a revolving line of credit and an acquisition term loan.

“We are delighted to participate in the financing of San Francisco Equity Partner’s acquisition of Japonese. For several years now, Avidbank has enjoyed a successful relationship with San Francisco Equity Partners and we are happy to welcome Japonese as a portfolio company,” said Larry LaCroix, Executive Vice President of Avidbank Corporate Finance Division.

“Japonese has experienced tremendous growth over recent years and has become a recognized leader in the beauty industry,” said Scott Potter, Managing Partner at San Francisco Equity Partners. “We look forward to partnering with management to support them in capturing the growth opportunities in front of the company, and to further building our relationship with Avidbank.”

**About Avidbank**

*Avidbank Holdings, Inc. (OTCBB: AVBH), headquartered in Palo Alto, California, offers innovative financial solutions and services. We specialize in the following markets: commercial & industrial, corporate finance, technology lending, asset-based lending, real estate construction and commercial real estate lending, and real estate bridge financing. Avidbank advances the success of our clients by providing them with financial opportunities and serving them as we wish to be served – with mutual effort, ingenuity and trust – creating long-term banking relationships.*

**About Japonese**

*Japonese (www.japonese.com) is a company with a deep heritage of creating cutting edge beauty products inspired by the professional makeup tools used in Kabuki theatre in Japan. Japonese’s product line includes makeup brushes, eyelash curlers, tweezers, makeup cases and other beauty accessories. The company has recently launched into color cosmetics with great receptivity from retail partners, consumers and professional makeup artists. The collection combines high-impact fashion color with pro performance, flawlessly refined complexion formulations. The unprecedented color and long wear textures are housed in one-of-a-kind luxurious packaging. Japonese products can be found at leading retailers in the prestige beauty, drug, and mass channels.*

**About San Francisco Equity Partners**

*San Francisco Equity Partners (www.sfequitypartners.com) is a private equity firm exclusively focused on consumer growth companies. SFEP partners with consumer brands that have reached an inflection point in their development, where they can benefit not only from growth capital, but also from SFEP’s operational, financial, and industry experience.*

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