

FOR IMMEDIATE RELEASE

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Berkshire Partners Invests in Melissa & Doug

Boston, Massachusetts, December 21, 2010 – Berkshire Partners LLC, the Boston-based private equity firm, today announced it has made an investment in Melissa & Doug, LLC, a leading designer and manufacturer of educational toys and children's products. Terms were not disclosed.

Headquartered in Wilton, Connecticut, Melissa & Doug was founded in 1988 by Co-Chief Executive Officers Melissa and Doug Bernstein. In its twenty-two year history, Melissa & Doug has built a legacy as a leading innovator across a diverse range of product categories including manipulatives, games and puzzles, arts and crafts, and classic and plush toys. Melissa & Doug has an exceptional following among parents and children who trust its unparalleled brand reputation, impeccable safety record and uncompromising approach to quality and value.

“The timeless appeal and premium quality of Melissa & Doug products have created a loyal following among customers and retailers who are enthusiastic about the brand’s unique value proposition,” said Ross Jones, Managing Director of Berkshire Partners. “We are excited to partner with Doug and Melissa to support the continued development of innovative and educational children’s products.”

On behalf of the Melissa & Doug family, Co-Chief Executive Officers Melissa and Doug Bernstein commented, “We’re excited Berkshire is joining us as an investor. Their strong history with innovative consumer product companies will help us continue bringing our customers more of what they want.”

Berkshire Partners has a successful track record of investing in consumer-oriented businesses and helping them grow. Prior transactions include Bare Escentuals, a marketer of branded cosmetics and skin care products; Amscan / Party City, a manufacturer, distributor and retailer of party goods; and Carter’s, a marketer of branded baby and young children’s apparel.

On behalf of the previous investor group, Jeffrey Siegal, Managing Director at Metalmark Capital, said, “Doug and Melissa have done a tremendous job of creating significant value in the educational children’s products sector over a long period of time. We have thoroughly enjoyed partnering with this innovative team to help build and grow their business and wish them continued success.”

About Melissa & Doug, LLC

Based in Wilton, Connecticut, Melissa & Doug offers a portfolio of simple and classic toys that engage the imagination of children and encourage creativity and learning. Melissa & Doug's philosophy, since its founding in 1988, has always been to make each and every customer a happy and permanent member of the Melissa & Doug family, while offering products with tremendous value, quality and design. For additional information, visit www.MelissaAndDoug.com.

About Berkshire Partners LLC

Berkshire Partners, the Boston-based private equity firm, has invested in leading mid-sized companies for over twenty-five years through seven investment funds with aggregate capital of \$6.5 billion. Berkshire has developed specific industry experience in several areas including retailing and consumer products, manufacturing, transportation, business services and communications. Representative investments include Amscan/Party City, Bare Escentuals, Carter's, Crown Castle International, *NEW* Asurion and TransDigm. Since the mid-1980s, Berkshire has invested in over 100 companies with approximately \$20 billion of acquisition value and combined revenues of over \$22 billion. Berkshire seeks to invest \$50 million to \$500 million of equity capital in each portfolio company. For additional information, visit www.berkshirepartners.com.

About Metalmark Capital

Metalmark Capital is a leading private equity firm whose principals have a long track record of successful investing in targeted sectors, with particular focus and competence in energy/natural resources, industrials and healthcare. Metalmark Capital seeks to build long-term value through active and supportive partnerships with the companies and management teams in which it invests. Metalmark Capital is an investment center of Citi Capital Advisors. For more information, please visit www.metalmarkcapital.com.

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