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TO THE EDITOR

FOR IMMEDIATE RELEASE

**RONSON CONSUMER PRODUCTS CORPORATION  
ACQUIRED BY ZIPPO MANUFACTURING**

Rochelle Park, NJ: Steering a highly competitive bidding process, The DAK Group led the acquisition of substantially all the assets of the Ronson Consumer Products Corporation (OTC: RONC-PK) by the Zippo Manufacturing Company. Ronson manufactures, markets and distributes branded lighter fluid, butane fuel, multi-use torches and lighters. Zippo is world-renowned as a brand of refillable lighters.

The strategic pairing combines two former competitors in an accretive transaction, delivering Zippo with Ronson's expanded product lines, brand name, and strong retail relationships. In addition to maximizing value from the exit for Ronson stakeholders, the transaction would preserve the iconic Ronson brand and 123-year corporate history.

The DAK Group, an investment bank specializing in serving the owners of middle market enterprises, acted as the exclusive financial adviser to the owners of the Ronson Consumer Products Corporation.



### **About The DAK Group**

Since 1984, The DAK Group has executed more than 500 transactions across a wide range of industries, including industrial manufacturing and distribution, telecommunications and technology, business services, packaging, consumer products and healthcare. As a leading investment bank serving the middle market, it offers unparalleled experience in the areas of mergers and acquisitions, financial restructuring, capital advisory, valuations and fairness opinions.

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