



CORPORATE FINANCE

Deal Announcement

ADVISORY

KPMG Corporate Finance advised Placontrol, Inc.
on its sale to a subsidiary of Ranir, LLC

Placontrol, Inc.

KPMG Corporate Finance

acted as financial adviser to
Placontrol, Inc. d.b.a. Plackers® in
the sale of its business to a
subsidiary of Ranir, LLC

January 2009

The Company

Placontrol, Inc. (Placontrol or the Company) develops, manufactures, and markets proprietary and patented disposable interdental oral care products under the Plackers® trademark. Headquartered in San Diego, California, Placontrol gained category leadership in brand awareness and market share as the founder of the convenience dental flosser product, creating a new category in dental floss, and establishing a first-mover advantage. The Company is regarded as an innovation leader in the flosser category with a significant pipeline in other oral care products.

The Situation

The Company's shareholders concluded that the business was in a position to benefit from a partnership with a strategic investor in order to realize its full potential. Placontrol decided to engage KPMG Corporate Finance as its exclusive adviser to seek a buyer for the Company which eventually led to its sale.

The Transaction

KPMG Corporate Finance conducted a competitive sale process to identify strategic and financial acquirers that would enable Placontrol's shareholders to exit the Company at a valuation that would provide significant liquidity. KPMG Corporate Finance developed significant buyer interest, coordinated management meetings and due diligence, and successfully negotiated a transaction with a subsidiary of Ranir LLC, a manufacturer and marketer of consumer oral care products. Ranir believes that teaming with Placontrol will significantly enhance innovation capabilities as well as increase supply chain efficiencies.

"The creativity and professionalism that KPMG Corporate Finance brought to our process enabled us to ultimately achieve our objectives. The value of their around the clock availability and sense of urgency throughout the process was exceeded only by the skills they employed in assisting us in evaluating the opportunities, identifying the candidates, and negotiating the deal. Within fewer than eight weeks of receiving the LOI, the transaction closed, in the most challenging economic environment in decades. No other organization could have done it faster or better."

**Ingram S. Chodorow, Founder
Placontrol, Inc.**

AUDIT ■ TAX ■ ADVISORY

KPMG Corporate Finance – We Can Do a Great Deal Together.

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Trust KPMG Corporate Finance with Your Next Transaction

KPMG Corporate Finance provides a full suite of investment banking and advisory services to its domestic and international clients. Our professionals have the experience and depth of knowledge in global M&A and project finance to advise clients on mergers and acquisitions, sales and divestitures, buy-outs, financings, restructurings, fairness opinions, infrastructure project finance, and other advisory initiatives. In addition, we remain independent of financing sources, helping to ensure that our efforts are objective and aligned with the goals of KPMG's firms' clients. Operating in 62 countries, KPMG's Corporate Finance practice comprises more than 2,200 professionals who are able to meet the needs of KPMG's firms' clients across the globe. In 2008, as a leading financial adviser, KPMG's Corporate Finance practice completed 390 deals totaling US\$51.5 billion, according to Thomson Reuters' global M&A league tables.

We welcome the opportunity to meet with you, learn more about your company's objectives, and discuss our people and capabilities.

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