



## **Transition Merchant Capital Announces the Capitalization of Monster Moto, LLC**

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Transition Merchant Capital (“TMC”), a Dallas-based private equity firm, is pleased to announce the capitalization of Monster Moto, LLC (“Moto”), a newly formed entity.

Moto, based in Dallas, TX, designs and distributes the MonsterMoto family of products, including gas powered and electric mini-bikes, dirt bikes and go-karts, for both children and adults. Starting this fall, Monster Moto initial products will be found in many of the country’s leading Big Box retailers, with additional models rolling out in spring of 2014.

Kevyn DeMartino, TMC Managing Director, commented on the capitalization “As a kid, I couldn’t wait to drive what was essentially my “home-made” mini-bike and go-kart. MonsterMoto will bring that same excitement to the masses, with cool designed, low-cost, high performance vehicles with a repair and warranty umbrella. The market demand for this is extremely large and we couldn’t be more enthusiastic about the investment”

### **About Transition Merchant Capital**

Transition Merchant Capital (“TMC”) is a newly formed division of Transition Capital Partners, a 20 year old Dallas-based private equity firm. TMC was formed to invest in equity and / or debt growth financings, partnerships, leveraged buyouts, start-ups and other types of opportunistic transactions in the entrepreneurial lower- middle market arena.

TMC is particularly successful investing in high growth companies where the combination of new capital, management and/or customer contacts will directly increase value for TMC partners and investors. While no transaction is “typical”, we can provide the entrepreneur / partner with an opportunity to gain liquidity or new capital, while maintaining a significant stake in the business for future upside. For more information about Transition Merchant Capital, please visit [www.tcplp.com](http://www.tcplp.com) or contact Jason Faucett at (214) 978-3812 or [jason@tcplp.com](mailto:jason@tcplp.com).