

**Press Release:**

Coats Aloe International, Inc.  
9660 Dilworth Rd.  
Dallas, TX 75243  
Tel: 214-340-2563  
Fax: 443-703-2330

**For Further Information Contact:**

Ervin M. Terwilliger, Vice President  
[erv@coatsaloe.com](mailto:erv@coatsaloe.com)

John L. Herman, CEO  
[herman@coatsaloe.com](mailto:herman@coatsaloe.com)

## Coats Aloe International Inc. Announces Management Transition

---

**Dallas, Texas-** May 21, 2013: Coats Aloe International Inc. (Coats), a cosmetic and health products manufacturing company, announced today that after 30 years in business it is now under new leadership. Three Twenty-One Capital Partners, Inc. (321 Capital) has joined Coats as keystone partners in charge of the management and growth of this innovative American Manufacturer.

Bill C. Coats RPh, founder of Coats Aloe and holder of the first patent for Aloe based products in America, at age 82, has decided that after 30 exciting years of providing innovative, aloe based products to customers, he is ready to turn-over the company to the next generation.

Shannon Coats will take-over as President of Coats, while Senior Director of 321 Capital, John L. Herman Jr. "Herman" has been named CEO. Coats also proudly announce three more additions to the executive team; Joe O'Connor will serve as CFO/COO and Kimberly Coats Dunnagan will serve as Vice President of Product Development, and Managing Partner of 321 Capital, Ervin Terwilliger will act as Vice President of Business Development. The Coats Board of Directors will now include Russell Moon, former principal of SkinCeuticals, and Founder/CEO of Dallas based PerioSciences.

CEO John Herman explains, "The new executive team brings with them a long history of turnaround management experience and countless banking relationships which will assist Coats in acquiring new credit lines and in-turn, fuel future sales growth at Coats."

Coats Aloe International has been known primarily as a contract/fill manufacturer, specializing in skin care, hair care products, cosmetic powders, OTC products, Dietary Supplements, and Aloe beverages. When asked about the company's potential for growth, Ervin Terwilliger, Vice President of Business Development stated, "Our enhanced manufacturing capabilities, allowing for both hot and cold-fill, specialized equipment, and history of product innovation and quality will be the cornerstone for Coat's future growth. We plan to grow with our current base of medium to large national accounts and international customers, while targeting new and exciting opportunities to fully utilize our state of the art facility in Dallas, Texas."

The high quality line of aloe products, used by M.D.'s, estheticians, and consumers, will continue to be manufactured to the Coats Aloe standard. Herman added, "These industry leading products will enjoy new market exposure as they benefit from an expertly managed sales force and fresh packaging with natural ingredients."

An open house is planned for June and anyone wishing to meet with the Coats staff should contact Erv Terwilliger at 214-340-2563 or by email at [erv@coatsaloe.com](mailto:erv@coatsaloe.com). ##