



Birch Hill Equity Partners is pleased to announce an investment in Mastermind LP

TORONTO, November 8, 2010 - Birch Hill Equity Partners announces that it has made an investment in Mastermind LP. ("Mastermind"). Birch Hill has taken a significant stake in Mastermind in order to support growth at Canada's leading specialty toy retailer.

Founded by brothers Jon and Andy Levy in 1984, Mastermind began as a 300 square foot retail location in North Toronto that offered educational software for children. Over the course of the next 26 years, the concept evolved, and today, with 11 retail stores in the Greater Toronto Area and the online platform MastermindToys.com, Mastermind is recognized as a leader within the Canadian retail industry. Hallmarks of the chain are colourful 6,000 sq foot stores featuring a unique and inspiring mix of quality toys and books, combined with the most knowledgeable staff in the toy business and a warm and inviting atmosphere.

Birch Hill Equity Partners, with a track record of partnering with leading Canadian companies, has invested in Mastermind in order to accelerate their growth.

About Mastermind

Toronto-based Mastermind Toys is Canada's largest independent, specialty retailer of toys that encourage curiosity and challenge thinking founded by brothers Andy and John Levy in 1984. Mastermind has 11 retail stores in the Greater Toronto Area, carrying over 10,000 educational and fun toys books, games, puzzles and software offering exceptional service and complimentary gift wrap. The company also operates a successful online toy store that ships across North America.

About Birch Hill Equity Partners

With \$2 billion in capital under management, 19 partner companies and 29 fully realized investments since 1994, Birch Hill Equity Partners is the leader in long-term value creation in the Canadian mid-market. Birch Hill invests in companies that are established or potential leaders in their industries who seek an investing ally to help them realize their full potential. The 20 member team at Birch Hill has many years of experience working together as active partners with top management teams in building long term value.

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