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MILL STREET & Co.



Mill Street & Co. Announces Partnership with First Growth Holdings and WineOnline Marketing Company LTD.

Toronto-September 24th, 2014– Mill Street & Co. (“Mill Street”) is pleased to announce its minority position in First Growth Holdings (TSX-V:FGH) (“First Growth”), as well as its ongoing operating agreement with wholly-owned subsidiary WineOnline Marketing Company LTD. (“WineOnline”).

Established in 2004, WineOnline, through its website WineOnline.ca, allows customers to shop for great unique wines that are not readily available in most stores, and have the wine delivered to their home or office. WineOnline sources rare and popular wines worldwide and provides unique selection to its customers. It is wholly owned by First Growth, a Canadian based company which identifies and develops strong brands in the Canadian market.

“We have admired WineOnline’s business for a long time, and are very excited about the growth possibilities in this market” said Mill Street President, Noah Murad. “WineOnline has a top quality management team that is very dedicated. We are happy to be part of the team.”

Paul Guedes, President of First Growth, stated “We are thrilled to add Mill Street and its network to our arsenal. The team at Mill Street have spent years building strong relationships in the food and wine industry and we look forward to integrating those relationships into our business. Partnerships like these are what will enable WineOnline to achieve its growth goals.”

More information can be obtained by visiting www.millstreetco.com, www.firstgrowthholdings.com and www.wineonline.ca

About First Growth

First Growth is a Canadian-based company that identifies and develops strong brands in the Canadian and international markets. WineOnline is the first brand that First Growth will develop. First Growth views WineOnline as an enormous opportunity to establish itself as the industry leader. Acquiring WineOnline is the perfect opportunity to grow an existing business into a national leading online retailer.

First Growth will be evaluating and exploring other brands that have international opportunities for growth and investing in them in order to create increased shareholder value.

For More Information on First Growth, please contact:

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About Mill Street & Co.

Mill Street & Co. ("Mill Street") is a diversified investment company committed to creating sustainable, long-term growth through the intelligent application and management of capital. Mill Street actively manages its investments with the goal of providing its investors with capital returns exceeding major indices and mutual funds. Mill Street invests primarily by purchasing equity positions in private and public companies.

For more information please contact: contact@millstreetco.com