

## **CAPE Fund L.P. Announces an Equity Investment in Manitobah Mukluks**

**MONTREAL, July 14, 2010** – CAPE Fund L.P. (“CAPE Fund” or the “Fund”) announced today that on June 30th, 2010, it completed a common equity investment in Blue Moose Clothing Company Ltd. operating under the “Manitobah” brand name (“Manitobah” or the “Company”). The Company will use the net proceeds from the offering to fund working capital and for other general corporate purposes. The financial terms of the transaction were not disclosed.

Manitobah is a Winnipeg, Manitoba based, Métis (aboriginal) owned manufacturer of native designed mukluks, moccasins and related fashion accessories, making major headway in the global footwear and giftware marketplaces.( [www.manitobah.ca](http://www.manitobah.ca) ). Combining traditional native inspired design into “Made in Canada” products of superior quality and versatility, Manitobah has been able to develop a unique story that is igniting a hugely positive response from retailers and distributors around the world.

“CAPE’s investment will provide the working capital to allow Manitobah to continue to pursue its aggressive growth strategy. This new partnership will bring us both capital and business support which aligns with our commercial goals and our commitment to the Aboriginal community”, stated Manitobah’s President and majority owner, Sean McCormick.

As part of the Fund’s investment, its Director, Alex Farley, will be joining the board of directors of the Company. “CAPE Fund is extremely pleased to be a partner in this Company and support Sean and his staff in continuing to build Manitobah into a truly global brand”, said Mr. Farley.

### **About CAPE Fund L.P.**

CAPE Fund is a \$50 million private-sector investment fund founded by the family of the Right Honourable Paul Martin and 21 of Canada’s leading companies, individuals and international Foundations, whose visionary leadership has supported the creation of the Fund and its novel approach to encourage increased Aboriginal participation in Canada’s economy.

CAPE Fund is focused on mid-market opportunities with a strong degree of Aboriginal involvement and connection to Aboriginal communities throughout Canada. CAPE Fund's mission is to further a culture of economic independence, ownership, entrepreneurship, and enterprise management among Aboriginal peoples, on or off reserve through the creation and growth of successful businesses. For more information, including a complete list of disclosed investors, please visit [www.capefund.ca](http://www.capefund.ca) .