

BRIAN MIRSKY

Mr. Mirsky is a highly experienced food, beverage and consumer packaged goods executive. He is the CEO of Freshchange Foods Group, a company that invests in food companies across North America. The most recent investment is BHC Holdings Inc., a New Jersey based supplier of pet chews and supplements. This investment is jointly held with Imperial Capital, a Toronto based private equity company.

In addition, Mr. Mirsky is the Chairman of Beefeaters Holdings, Inc. which sells pet products under the Beefeaters™ brand name and is a portfolio company of Imperial Capital.

Mr. Mirsky's operating career spans more than 30 years. Most previous to his current roles, Brian was the President of Europe for Campbell Soup Company, and has served in senior management positions with Pizza Hut, Pillsbury, and the H.J. Heinz Company. Brian currently serves on the Board of Directors of Inscape, a publicly traded (symbol: INQ.TO) maker of office systems and storage.

Mr. Mirsky has an MBA in marketing and a BA in Economics from York University in Toronto, Canada.

Mr. Mirsky is a member of the Baycrest Board of Directors and serves as a member of its Commercialization and Strategic Planning Committees.