



ALPHA EON®

ALPHA EON CORPORATION CLOSES SERIES A PREFERRED STOCK FINANCING IN A TRANSACTION LED BY LONGITUDE CAPITAL MANAGEMENT CO., LLC.

IRVINE, Calif., January 15, 2015 ALPHA EON® Corporation, a subsidiary of Strathspey Crown Holdings LLC, announced that it has completed a private placement of Series A Preferred Stock in a transaction led by Longitude Capital Management Co., LLC. Specific terms of the transaction were not disclosed.

ALPHA EON Chief Executive Officer and Strathspey Crown Chairman, Robert Grant said, "We are thrilled to have Longitude join us in our mission to transform and lead the future of lifestyle healthcare globally. Longitude's expertise within the lifestyle and self-pay healthcare sectors makes them a great partner for the next level of our development and growth."

Longitude Capital Managing Director, Juliet Tammenoms Bakker said, "We look forward to partnering with both ALPHA EON and its parent, Strathspey Crown Holdings, to grow and develop the company and to realize its ongoing vision and performance objectives. We are very proud to join the company as it enters its next stage of development and growth."

This press release does not constitute an offer to sell or the solicitation of an offer to buy securities, and shall not constitute an offer, solicitation or sale in any jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of that jurisdiction.

About ALPHA EON Corporation

ALPHA EON Corporation is a lifestyle healthcare company committed to working with board-certified physicians to provide innovative products and services that promote patient wellness, beauty and performance. For more information, please visit www.alphaeon.com.

About Strathspey Crown

Strathspey Crown is a leading firm focused in lifestyle healthcare. Strathspey Crown uniquely partners with board certified physician specialists to bring to market innovative technologies and services in the self-pay sector. The firm is founded with physician investors across key medical specialties including: plastic surgery, ophthalmology, dermatology, orthopedics and cosmetic dentistry. For more information, please visit www.strathspeycrown.com.

About Longitude Venture Partners

Longitude Capital is a private investment firm that focuses on venture growth investments in leading healthcare companies. Founded in 2006, Longitude has offices in Menlo Park, CA and Greenwich, CT. The firm builds balanced healthcare portfolios focused on creating value in special situations, including acquisitions, spin outs, PIPEs, and structured transactions, as well as traditional venture and growth equity. Longitude most recently raised \$385 million for its second fund, Longitude Venture Partners II, L.P., in 2012. For more information, please visit www.longitudecapital.com.



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