

# Houston Angel Network

HOUSTON, TX – The Houston Angel Network (“HAN”) is pleased to announce its investment in Little Soya, a consumer product focused on the individually packaged soy sauce container market. Like many of HAN’s previous consumer product investments, Little Soya has seen substantial commercial inquiry and market demand. In July 2011, Forbes ranked and top food retailer, HEB Grocery Company, LP (“HEB”) partnered with Little Products Co., LLC to carry its products in 150 of its highest grossing stores in Texas. Little Soya’s recent commercial success makes it one of the fastest growing food products currently on HEB’s shelves.

President and CEO of Little Products Co., LLC, Gary Murphy, stated that he and his company are “changing the way America thinks about soy sauce,” when asked about his company’s partnership with HEB. Murphy also went on to say, “[the] HAN process helped prepare me for what it takes to raise capital for an early stage business.” Little Soya has also seen expanded commercial success with recent launches in Randalls, Tom Thumb, and the west coast division of Safeway in May 2012. Murphy mentioned that he is in the process of signing a deal with a national food distributor, which will give Little Soya a national presence.

Phil Morabito, HAN member and CEO of Pierpont Communications, introduced Little Products Co., LLC to the HAN board and its investors. Morabito stated, “the beauty of this product is that it can be sold in many markets – grocery chains, resort hotels, restaurants, specialty stores, etc. This deal has great potential.”

With the United States economy still hurting from the 2008 financial crisis, Houston has fared quite well in comparison to the overall domestic economy. The Bayou City has experienced tremendous growth in many market segments, other than the oil & gas industry. These industries include manufacturing, industrial services, retail, and other consumer focused goods and services.

The economic growth has attracted many entrepreneurs and investors to the city. Houston has seen a buoyant rise in its angel investing and venture capital activity. The Houston Angel Network, a non-profit organization that provides its members a forum to evaluate promising early-stage Texas-based investment opportunities, connects the entrepreneurs to those angel investors. Year-to-date, HAN members invested over \$2 million across eight companies, ranging from the technology sector to consumer goods. After a successful 2010, HAN continues to build upon its angel investing trajectory and leverage its experience to other angel groups across the country.

**About the Houston Angel Network:** The typical HAN member is an SEC-accredited investor seriously interested in providing capital to early stage Texas companies. HAN

consists of veteran angel investors as well as those who have just recently become involved in angel investing – prior experience in early stage investing is not a prerequisite.

To contact the founder, president and CEO of Little Products Co., LLC – Gary T. Murphy: [gary@LittleProductsCo.com](mailto:gary@LittleProductsCo.com) or (832) 359-4949.

For more information regarding membership or for an application to join, please contact Managing Director, Kala Marathi, at [kmarathi@houstonangelnetwork.org](mailto:kmarathi@houstonangelnetwork.org) or (832) 476-9291.

**Houston Angel Network**  
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