

Circle Peak Capital Acquires Luxury Optical Chains

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NEW YORK--(BUSINESS WIRE)--March 31, 2006

Circle Peak Capital, a private equity firm based in New York City, announced today that it has reached definitive agreements to acquire Davante LLC, Morgenthal Frederics Opticians Inc., and Optical Fashion Center Inc., three of the leading luxury optical retailing chains in the United States. The investments are part of a new consolidation platform, Luxury Optical Holdings Co. ("Luxury Optical"), comprising initially 25 stores in premium retail sites in and around New York City, Boston, Las Vegas, Los Angeles and Atlanta.

Luxury Optical will offer the highest quality fashion eyewear brands, including several lines exclusive to the group, along with some of the most skilled lens services in the country. Circle Peak Capital is partnering in the transaction with the founders, several senior retail advisors, and certain co-investors. Terms of the deal were not disclosed.

"Marvin Freeman of Davante, Richard Morgenthal of Morgenthal Frederics, and Manny Salzman of OFC have personally built some of the most prestigious luxury optical retailing concepts in the country. We are proud to have the opportunity to work with these great brands and their teams, and we will endeavor to further expand their presence in selected markets across the United States," said Circle Peak Capital Partner John R. Jonge Poerink, who led the transaction together with Managing Partner R. Adam Smith. The Circle Peak Capital team also included Vice President Holbrook M. Forusz and Associate Jim H. Clippard.

Circle Peak developed and executed the deal in collaboration with two experienced retail executives, Pierre Keyser and Bernard W. Andrews, who will oversee the Company's strategic plan and lead the business expansion as officers of the Company. Keyser, who will act as CEO of Luxury Optical, is a former executive at the Richemont Group, a \$5 billion global holding company that designs luxury goods such as Cartier, Monte Blanc and Lancel. Keyser was previously involved in the launch of Cartier eyewear in the United States in the mid 1980s and the development of Logo Paris, the eyewear manufacturing division of Essilor.

"Having known the founders for over 20 years, I look forward to working with them and their experienced management teams to significantly expand our market share in the luxury optical retailing sector while maintaining the integrity of each of these fantastic brands," said Pierre Keyser, CEO elect of Luxury Optical and Circle Peak's leading operating advisor.

Bernard Andrews, who will serve as the group's senior operating advisor and board member, brings to the company over 30 years of retail and merchandising experience, including the role of CEO and Chairman of Eye Care Centers of America ("ECCA"), a

successful 380-store consolidation platform based in San Antonio, Texas. Both Keyser and Andrews will be investors in Luxury Optical.

The investment will supplement Circle Peak's existing consumer investment portfolio, which includes Shari's Restaurants and Hill & Valley LLC, among several others. Deal advisors and service providers involved in the Luxury Optical transaction include KPMG, Akin Gump Strauss Hauer & Feld LLP, Mount Vernon Strategies and Krauter & Company.

Circle Peak Capital LLC:

Circle Peak Capital LLC ("Circle Peak") is a private equity investment firm based in New York, NY and founded in 2002 that invests in established small- and mid-cap private companies in the consumer sectors. Circle Peak's principals and advisors are experienced in investing in, managing, operating and advising companies with between \$10 million and \$500 million in sales. The company is dedicated to partnering with proven management, and supplementing management teams where necessary, building profitable and sustainable businesses, and realizing significant returns on capital for its principals, management teams and investors. For more information, go to

<http://www.circlepeakcapital.com> or call 646-230-8812.

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