



FOR IMMEDIATE RELEASE

Contact: Ronald D. Miller
Tel: 414-291-4528
Email: rmiller@clearygull.com

CLEARY GULL INC. ADVISES AMERICAN LIFELINE, INC. IN ITS SALE TO CLARION BRANDS, LLC, A PORTFOLIO COMPANY OF SWANDER PACE CAPITAL

Milwaukee, Wisconsin, July 19, 2016 – Cleary Gull Inc. is pleased to announce that American Lifeline, Inc., has been acquired by Clarion Brands, LLC, a portfolio company of Swander Pace Capital. Cleary Gull acted as exclusive financial advisor to American Lifeline, Inc. (d/b/a Florajen) in this transaction.

Florajen, (www.florajen.com), headquartered in Baraboo, Wisconsin, is a top-recommended, fast-growing, and highly-respected line of probiotic supplements. It is the #1 probiotic recommended by pharmacists that stock Florajen. Growing at a compound annual rate over 25%, the Florajen brand represents efficacy, value, and 25 years of trust.

Clarion Brands (www.clarionbrands.com), located in Trevoise, Pennsylvania, is a consumer products company whose strategy is to generate growth by acquiring brands with solid consumer equity that can be further developed through their merchandising and marketing expertise. The company strengthens its portfolio of brands by employing a variety of strategies, all with an in-depth understanding of the heritage of the brands and the needs of the consumer.

Swander Pace Capital (www.spcap.com), is a leading private equity firm specializing in investments in growth-oriented, middle-market consumer products companies in North America and the United Kingdom. For the past 20 years, Swander Pace Capital has pursued a consistent strategy of investing in consumer products companies with leading market positions in attractive, defensible niches. With cumulative equity commitments of approximately \$1.8 billion, and staff in San Francisco, New Jersey, and Ontario (Toronto), Swander Pace Capital provides portfolio companies with a unique mix of financial, strategic, and tactical support to create long-term value.

With the addition of Florajen to its portfolio, Clarion Brands now boasts three #1 professionally recommended brands. “Florajen is the perfect addition to our portfolio,” said Gary Downing, CEO of Clarion Brands. “We have a longstanding history of partnering with healthcare professionals to provide consumers with trusted solutions to their everyday health needs, and Florajen represents both an exciting and strategic next step for us.”

About Cleary Gull

Founded in 1987, Cleary Gull (www.clearygull.com) is an independent investment banking firm advising private equity funds and privately held and small publicly traded companies on middle market sales, divestitures, mergers and acquisitions, private debt and equity capital raises, and other transactions. Cleary Gull has extensive experience in the manufacturing, consumer, business & industrial services, distribution & logistics, and software and technology industries.