



**FOR IMMEDIATE RELEASE**

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**CLEARY GULL INC. ADVISES I-DEAL OPTICS HOLDINGS, INC., IN ITS SALE TO  
MAIN STREET CAPITAL HOLDINGS, LLC**

**Milwaukee, Wisconsin, August 27, 2015** – Cleary Gull Inc. (“Cleary Gull”) is pleased to announce that I-Deal Optics Holdings, Inc. (“I-Deal”), a portfolio company of Hadley Capital (“Hadley”), has been sold to Main Street Capital Holdings, LLC (“Main Street”). Cleary Gull acted as exclusive financial advisor to I-Deal in this transaction.

“Partnering with Main Street is a great opportunity for our company,” said Michael Feldman, President and Chief Executive Officer of I-deal Optics. “Our vision of adding to our eighteen years of consecutive growth aligns perfectly with Main Street’s goal of partnering with experienced management teams and growth oriented businesses. We have all the pieces in place to ensure dependability for our valued customers and to sustain our growth for many years to come.”

“We’re very excited to add I-Deal Optics to the Main Street portfolio,” said Dennis Prado, Managing Partner at Main Street. “The company meets nearly all the criteria we look for in private equity investments, including a strong and enthusiastic management team that is motivated by ownership. We’re really looking forward to working with the I-Deal team and making sure they have the resources they need to continue their impressive track record of growth.”

I-Deal Optics Holdings, Inc. ([www.i-dealoptics.com](http://www.i-dealoptics.com)), located in Troy, Michigan, is a leading supplier of prescription eyeglass frames to the value segment of the market. The company delivers a combination of innovation and quality at the best prices possible across a broad portfolio of products consisting of eight brands and over six hundred styles.

Hadley Capital ([www.hadleycapital.com](http://www.hadleycapital.com)), located in Wilmette, Illinois, is a private equity firm that focuses exclusively on buying small, profitable companies and is an ideal partner for owners seeking liquidity, generational transition, capital for growth or recapitalization. Hadley invests to help small companies achieve their goals with a highly collaborative approach and a long term view.

Main Street Capital Holdings, LLC ([www.mainstcap.com](http://www.mainstcap.com)), located in Pittsburgh, Pennsylvania, is a private equity firm that acquires companies in a broad range of industries at the lower end of the middle market. Main Street acquires control positions in companies with enterprise values ranging from \$10 million to \$125 million. A key to Main Street’s success is its strong partnerships with existing management teams and proven operators.

**About Cleary Gull**

Cleary Gull ([www.clearygull.com](http://www.clearygull.com)) is an employee-owned firm providing financial advice through two operating divisions: Investment Advisory Services and Investment Banking Services. Cleary Gull provides investment advice with respect to over \$2.1 billion of client assets for high net worth individuals and families, pilots, and not-for-profit hospitals and senior



living communities across the nation. Cleary Gull's investment bankers specialize in providing advice on exclusive sales, mergers and acquisitions, and private debt and equity capital placement, typically for transactions from \$10 million to \$200 million.

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