

LASALLE

CAPITAL GROUP

INVESTING WITH AN OPERATING PERSPECTIVE

Chicago, IL – Marty Cregg, President of ChaseDesign and LaSalle Capital Group (“LaSalle Capital”) announced the formation of a new company, ChaseDesign Holdings, LLC as the parent for ChaseDesign LLC and 10Red Design LLC. Both design consulting firms are headquartered in Skaneateles, NY and provide Industrial Design, Package Design, Retail Design and Shopper Insight Consulting to leading consumer goods, medical and industrial companies as well as large-scale mass, department store and specialty retailers in North America and Europe. The restructuring will allow ChaseDesign and 10Red Design to further expand their facilities, technology and services on a national and international level.

Founded by David Chase in 1957 and based in Skaneateles, NY, the company has grown to 100 employees providing design and marketing consulting services to drive sales and market share growth for its clients. The formation of the new entity will facilitate a broad based growth initiative to add offices, improve presence globally and make acquisitions to support the companies’ plans for expanded design capability, client support and project management for current clients and capacity for new opportunities.

As part of the restructuring, Marty Cregg will remain as President and CEO of both ChaseDesign Holdings and ChaseDesign. Peter Lynch is promoted to Executive Vice-President for the new combined organization and will assist Mr. Cregg in managing the expansion of the two companies, in addition to holding the positions of Chief Design Officer and Executive VP for ChaseDesign. LaSalle Capital and Talon Asset Management have acquired an equity position in the new company and will provide funding for the new ventures as well as participate in the Board of Directors and management team development. Further new staff announcements are expected in 2008.

“We are pleased to support Marty Cregg, Peter Lynch and the entire ChaseDesign team in their continued growth of the ChaseDesign platform. Through its unique design experience, marketing strategy and shopper insight research, ChaseDesign has been able to deliver impressive results for its clients. We believe ChaseDesign is uniquely positioned to further expand its business both domestically and internationally,” stated Jeff Walters, Partner at LaSalle Capital.

The company also has undertaken a long term planning effort to help the company prepare for continued growth, expand the shopper and user based design services and create new opportunities for career path development. ChaseDesign and 10Red will continue to be operated as separate companies each with their own clients.

ChaseDesign President Marty Cregg stated, “This transaction and the work we’ve accomplished in the last year represent an important milestone in the continued development and expansion of our firm, dating back over forty years, to its founding by David Chase.” Adding “we are excited to have LaSalle Capital as a partner committed to growing our business and supporting our vision to deliver the highest quality, measurable, value added services to our clients.”

If you have any questions on this transaction please contact either Jeff Walters or Brian Carey at LaSalle Capital.

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- \$115 million fund
- Management buyouts and recapitalizations
- Extensive experience in the lower middle-market
- Focus on consumer (food & beverage) products, value-added industrial manufacturers & distributors, outsourced business services, and healthcare services.

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