TULLY & HOLLAND

PRESS RELEASE

Tully & Holland Advises Brady Enterprises, Inc. in its Sale to Sequel Holdings, L.P.

Wellesley, MA – January 11, 2013 - Tully & Holland, Inc. is pleased to announce its role as exclusive financial advisor to Brady Enterprises, Inc. in its sale to Sequel Holdings, L.P. Brady Enterprises, which was established by the Brady family in 1964, specializes in the manufacture and packaging of various powdered food products and food ingredients for companies in the consumer packaged goods industry. In addition, Brady manufactures and sells Bell's® seasonings and stuffings and Bar-Tender's® cocktail mixes, primarily in the New England market.

"Our family considered a number of strategic alternatives before we decided on a transaction with Sequel" said Mary Brady Gudolawicz. "We are very pleased to have created liquidity for our family and to have partnered with a team that brings such extensive experience growing businesses in the food manufacturing sector."

The transaction, which includes an investment by Sequel Holdings and a co-investment by Gemini Investors, results in the sale of substantially all of the ownership interests in the company. "The Brady family and the existing management team have done an impressive job positioning Brady Enterprises in the growing specialty food and food ingredient sector," said Ron Klein, Managing Director of Sequel Holdings. "We look forward to assisting them in building upon the strong foundation they have laid and continuing the legacy of the Brady family."

Brady Enterprises owns and operates two manufacturing facilities within the Weymouth, Massachusetts area. Its services include specialty spray drying, blending, mixing and packaging of powdered food and nutraceutical products, as both ingredients and finished products.

Tully & Holland, Inc. acted as the exclusive financial advisor to Brady Enterprises in its sale to Sequel. "The transaction with Sequel successfully met the objective of the selling shareholders, namely attracting a purchaser with expertise in the food industry that will continue the legacy of the Brady family and value the contribution of its management team and longstanding employees" said Christopher Kampe, Managing Director at Tully & Holland.

About Sequel Holdings, L.P.

Sequel Holdings is a Dallas-based private equity firm focused on investing in and growing middle market companies, primarily in the food, beverage, agribusiness, plastics, and other industrial sectors. For more information on Sequel, please visit the website at www.sequelholdings.com.

About Gemini Investors

Based in Wellesley, MA, Gemini Investors is a private equity firm focused on providing capital to established, growing businesses in the lower end of the middle market. Gemini is currently investing Gemini Investors V, L.P., which was raised in 2010 and has $190 million of committed capital. Since the firm was founded, Gemini has invested approximately $500 million in more than 90 companies across a broad range of industries. For more information on Gemini, please visit the website at www.gemini-investors.com.

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