July 15, 2002 - Tully & Holland, Inc. is pleased to announce its role as exclusive financial advisor to Performance Inc., in its sale of Performance Diver to Divers Direct, the world's largest authorized scuba gear retailer. Performance Inc. produces and distributes gear and gadgets for active pursuits. Performance Diver specializes in the production of commercial scuba gear.

About Tully & Holland

Tully & Holland www.tullyandholland.com is a leading Boston, MA-based investment bank established in 1992. The firm provides corporate finance and mergers & acquisitions advisory services to middle market consumer product companies. Tully & Holland has particular expertise representing food & beverage companies, multi-channel marketers, retailers, and consumer product manufacturers and distributors.