October 10, 2006 - Tully & Holland is pleased to announce the completion of another buy-side M&A advisory engagement. Tully & Holland represented AmeriMark Direct, a portfolio company of JH Partners, LLC, in its acquisition of FeelGood Store, a multi-channel merchandiser of leading-edge health, wellness, home-comfort and beauty products.

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.