

Daroth Capital Advisors LLC Completes the Sale of Sure Fit Inc.

Slipover Category Leader to Continue Channel- and Product-Driven Growth

NEW YORK – January 5, 2010; Daroth Capital Advisors LLC (“Daroth”) is pleased to announce the closing of the sale of substantially all the assets of Sure Fit Inc. (“Sure Fit”) to a group led by Guardian Capital Partners (“GCP”) and management. Terms were not disclosed. Daroth acted as exclusive financial advisor to Sure Fit in the transaction.

Hugh R. Rovit, CEO of Sure Fit, said: “We are very pleased to have established a partnership with GCP and are looking forward to working with them to continue Sure Fit's growth in order to maintain our place as category captain. The Company has just completed its most profitable year, successfully executing its strategy in a very challenging retail environment, and the company is well positioned to continue its strong performance. Together with Guardian's guidance and resources, we will be able to accelerate our initiatives in product, customer and channel expansion as well as continued branding opportunities for the Sure Fit® name.”

Sure Fit is the acknowledged category leader in slipcovers, with many of its design-led products protected by patents, trademarks and copyrights. Sure Fit sells its products through an array of retail and direct-to-consumer channels, including a Company-owned website (www.surefit.com) and catalog. Sure Fit's success owes much to its positioning of the category and its own brand as providing an economical, visually appealing and easy-to-install solution for redecorating and furniture protection.

About Sure Fit Inc. (www.surefit.com)

Sure Fit Inc. is the nation's leading provider of ready-made slipcovers and related accessories. The company's longstanding position as the premier producer of ready-made slipcovers and coordinating accessories is based on its history of providing value-added decorating solutions in a broad range of styles to meet the needs of the widest range of purchasers.

Sure Fit's product line includes slipcovers for sofas, loveseats, chairs, oversized chairs, wing chairs, dining room chairs, recliners, ottomans and futons as well as furniture throws and coordinating decorative pillows. Sure Fit provides an attractive and affordable solution for consumers who need to protect furniture from children, pets and general wear or want to quickly and cost-effectively enhance the appearance of a room.

Sure Fit has operations in New York and Allentown, Pennsylvania.

About Guardian Capital Partners (www.guardiancp.com)

Guardian Capital Partners is a private equity firm based in suburban Philadelphia that makes control investments in lower middle market manufacturing and service companies. GCP partners with management teams to provide equity capital to lead leveraged buyouts, recapitalizations and divestitures of family-owned businesses and non-core divisions of larger corporations. The private equity experience and complementary skill sets of the GCP team provide a unique combination of operating and finance capabilities resulting in speed and certainty of execution, operational excellence, and meaningful long term value creation for its portfolio companies. GCP targets companies with revenues between \$15 million and \$75 million.

About Daroth Capital Advisors LLC (www.daroth.com)

Daroth Capital Advisors LLC provides a full array of financial advisory services to companies, financial sponsors and institutional investors including advice regarding M&A transactions, financings, and strategic planning. Daroth is a member of FINRA and SIPC, and is registered with the SEC as a broker-dealer.

For more information regarding this transaction, please contact Peter Rothschild at (212) 687-2761.