



WINONA CAPITAL
MANAGEMENT



FOR IMMEDIATE RELEASE

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**WINONA CAPITAL MANAGEMENT ANNOUNCES
SALE OF DRAGON ALLIANCE TO MARCHON EYEWEAR**

CHICAGO & CARLSBAD, CA – Winona Capital Management LLC (“WCM”) is pleased to announce the sale of Dragon Alliance LLC (“Dragon”) to Marchon Eyewear Inc. (“Marchon”), one of the world’s largest manufacturers and distributors of eyewear and sunwear.

After a successful partnership with WCM, the acquisition will allow Dragon to benefit from Marchon’s experience, manufacturing expertise and industry knowledge. Luke Reese, Managing Director at WCM, said, “We have been honored to work closely with Will Howard and the Dragon management team. Alongside Marchon, we know that Dragon is positioned for tremendous success in the future”.

Will Howard, CEO of Dragon Alliance, commented, “Winona has been a great partner and has helped us expand our business in many capacities. We look forward to working with the team at Marchon to continue to build upon our past success”.

About Winona Capital Management

Winona Capital Management provides acquisition and growth capital to consumer and retail brands in the lower middle market. WCM partners with high energy, passionate executives who have a shared focus on sustained growth over longer-term investment horizons. WCM, headquartered in Chicago, manages more than \$120 million exclusively on behalf of investors. For more information, please visit www.winonacapital.com or contact WCM at 312-334-8800.

About Dragon Alliance LLC

Established in Southern California in 1993, Dragon is a premium eyewear manufacturer with a deep heritage in the action sports market. The brand is internationally recognized as a youth, lifestyle brand and is distributed in over 50 countries. Dragon has a world class team of athletes which help inspire the design and technology, and produces a range of products including sunglasses, snow goggles, motorsport goggles, and select softgoods.

About Marchon Eyewear, Inc

Marchon Eyewear, Inc. is one of the world's largest manufacturers and distributors of quality eyewear and sunwear. The company markets its products under prestigious brand names including:

Calvin Klein Collection, ck Calvin Klein, Diane von Furstenberg, Emilio Pucci, Fendi, Flexon®, Jil Sander, Karl Lagerfeld, Lacoste, Michael Kors, Nautica, Nike, Nine West, Salvatore Ferragamo, Sean John, and Valentino. Headquartered in New York, with regional offices in Amsterdam, Hong Kong, Tokyo and Venice, Marchon distributes its products through numerous local sales offices serving over 80,000 accounts in more than 100 countries.

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