

FOR IMMEDIATE RELEASE



MUD PIE ANNOUNCES PARTNERSHIP WITH LINEAGE CAPITAL

STONE MOUNTAIN, GA - April 6, 2010 – Judd Miller and Co. (“Mud Pie” or “Company”), owner of the acclaimed Mud Pie® brand of uniquely styled occasion specific gift products, announced today that it has entered into a partnership with Lineage Capital, whereby Lineage has acquired a non-controlling equity position in Mud Pie. The existing management team, led by founder and CEO Marcia Miller and CFO Mark Miller, will continue to lead the Company and will maintain a controlling ownership interest in the business. Other terms were not disclosed. TM Capital Corp. served as Mud Pie’s financial advisor in the transaction and Taylor English Duma served as the Company’s legal advisor.

"Mud Pie has experienced tremendous growth over the past several years, and we decided that this is an appropriate moment in our evolution to both diversify and bolster our resources in order to support our robust product development and further enhance our already unparalleled customer support," said Marcia Miller. "We have found an ideal partner in Lineage and look to the future with great excitement. We believe that Lineage’s experienced team and broad network of consumer experts will be an extremely valuable resource as we grow the Mud Pie brand."

"Lineage is thrilled to partner with Mud Pie and help the Company build on the impressive foundation it has established over the last two decades," said Lineage’s Mark Sullivan. "Marcia, Mark and the team have demonstrated that they can deliver truly unique and attractively priced giftware designs, repeatedly, and can manage the rapid growth that is transpiring as both retailers and consumers seek out the Mud Pie brand. We look forward to working with this creative and passionate management team as they continue to define the giftware industry."

Mark Miller added, "What excites us about partnering with Lineage, other than their stellar investment track record, is that we share an unwavering commitment to customer satisfaction and brand building. Through this partnership, we expect to further expand our product offerings and enhance our infrastructure, while we continue to nurture our progressive design group that has created such a loyal following."

Mud Pie’s award-winning giftware products are available in specialty retailers and leading department stores nationwide. Known for its highly stylized products and packaging, Mud Pie creates unique gifts across multiple categories, including Baby, Initials and Gift/ Home. The Company is headquartered in Stone Mountain, Georgia.

For media inquiries, email Fred Pannek at fpannek@mud-pie.com

About Mud Pie

Mud Pie, established in 1988, is an award-winning international gift company that offers products reflecting current trends and popular design. Mud Pie products are showcased in three collections: Mud Pie Baby, Mud Pie Initial and Mud Pie Gift/Home. With creative packaging and value pricing, Mud Pie presents exceptional items for gift giving as well as self-purchases. Mud Pie was recognized for its creativity and innovation when it garnered the coveted Earnie Award from Earnshaw's magazine for "Best Gift Items" in 2006 and 2009. The Company was also recently recognized by the 2009 Baby & Children's Product News Reader's Favorite Awards. The firm maintains strong relationships with its retailers, providing quality order fulfillment and exceptional customer service. For more, visit www.mud-pie.com.

About Lineage Capital

Lineage Capital, LLC is a Boston-based private investment firm with an exclusive focus on owner-managed and family-controlled businesses. Lineage's unique partnership model enables owners to realize substantial liquidity at closing yet retain board control and a meaningful investment in their companies. Lineage seeks to partner with owner managers who value the support of an experienced investor in pursuing a successful growth strategy for their businesses. For more, visit: www.lineagecapital.com.

About TM Capital Corp.

TM Capital Corp. is an independent investment and merchant banking firm based in New York, Boston and Atlanta, which has completed over 200 mergers, acquisitions and financings with a combined value in excess of \$11 billion for its global roster of clients. Founded in 1989, TM Capital provides its clients with world class experience and resources to engineer extraordinary strategic and financial transaction outcomes. TM Capital is a member firm of M&A International, the world's leading alliance of mid-market investment banks with over 600 professionals in 43 offices spanning nearly 41 countries. For more, visit: www.tmcapital.com.

About Taylor English Duma LLP

Taylor English is a full-service business law firm that provides high quality legal services for optimal value. Areas of practice include Employment & Labor, Technology, Business Transactions, Corporate & Taxation, Litigation and Dispute Resolution and Real Estate, Development & Construction. Taylor English represents all types of clients – Fortune 500 companies and start-ups to individuals. The firm has grown with four attorneys in 2005 to over 75 attorneys today. For more, visit: www.taylorenghish.com.

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