



I-DEAL OPTICS CELEBRATES 25 YEARS OF BUSINESS

Troy, Michigan – January 19, 2021

I-Deal Optics is excited to kick off the new year with a celebration of its 25th Anniversary. Founded in 1996 by Mort Feldman and current President and CEO, Michael Feldman in a 300 square foot workspace, within a lab,

I-Deal was originally located in Ferndale, Michigan. The corporate vision was to fill the emerging value frame market with good quality, good looking, low priced frames, backed up with the commitment to provide the best possible service to the customers.

From the beginning, the I-Deal Team built a product portfolio of seven house brands to cover all of an ECP's frame needs from managed care focused to mid-tier positioning. The portfolio now includes the iconic men's brand, Haggar and the well-established women's brand by Perry Ellis, Rafaella, licensed to I-deal in 2005 and 2018 respectively.

Delivering on their promises of best-in-class service and maximum profitability to the ECP, I-deal has seen continued year over year success. I-deal moved to their 20,000 square foot Troy, Michigan headquarters in 2011, and was acquired by Main Street Capital and the I-deal senior management team in 2015.

Michael Feldman remarks: "I truly can't imagine where we would be today without our incredibly loyal customer base that keeps growing year after year. Their commitment to I-Deal Optics and everything we intended to build from the beginning puts a rubber stamp on our business idea. Our idea is a simple one which is to deliver the best value in eyewear, period. I'm so grateful for their partnership with us".

Chief Commercial Officer, Jan Cory adds that "this anniversary year the entire company, including a field sales team of 36 and a new key account and retail division, will continue to focus on our existing customers, while opening record numbers of new customers, as we did in 2020. The need to meet the profit requirements of the ECP at to the practice door level has never been greater. We look to fully delight our accounts with our prices, our products, our service and our promotions".

About I-deal Optics Holdings, Inc.

Based in Troy, MI, I-deal Optics is a leading supplier of prescription eyeglass frames to the value segment of the eyewear market. The company delivers a combination of innovation and quality at the best prices possible across a broad portfolio of products consisting of nine brands and over six hundred styles. I-deal has delivered strong financial performance by consistently growing sales and earnings since it was founded in 1996. The company has gained the confidence of its private practice, national account and managed care customers through "on-trend" innovative design capabilities and superior customer service. I-deal Optics continues to evaluate additional brands and categories as part of its strategic plan.

