



For Immediate Release, April 30th 2009

Blue Sage Capital, a Texas-based private equity firm, announced today that it has added the assets of Manhattan-based **Goldsmith**, a premier designer of fashion mannequins, to its holdings in retail visual merchandising. Goldsmith will join **Fusion Specialties, Inc.** the Colorado mannequin manufacturer in whom they took a controlling interest in 2007. The move is set to further strengthen Blue Sage's holdings in the retail visual merchandising market.

Speaking of the development, Jim McBride, Founding Partner of Blue Sage Capital said, "With Fusion, we made a commitment to the visual merchandising industry, and we plan to build on that. This transaction will strengthen both the Goldsmith and Fusion brands, by supporting them with sound financial backing and superior management expertise."

Peter Huston, Executive Vice President of Fusion Specialties welcomed the move. "Fusion has a great deal of operational and manufacturing expertise in the mannequin business – which results in outstanding customer service and great value products," he said. "Goldsmith has an industry-leading position in fashion and higher-end design. We feel the brands complement each other and provide even greater choice and value for the retail community."

"Goldsmith has been a top player in the world fashion mannequin market since it was first established in 1927," said Dan Evans, who will join the new entity as its senior executive. "I am truly excited by this new partnership which strengthens our manufacturing capabilities and allows us to focus on our premier creative product development. We look forward to a new chapter in our history, and to working alongside Fusion, to share expertise and together build on our broad offerings to retailers."

Goldsmith intends to keep its New York City presence with its showroom location at 601 West 26th Street, Studio 350.

<http://www.bluesage.com>

<http://www.fusionspecialties.com>

<http://www.goldsmith-inc.com>

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