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**Wedbush Capital Partners Announces Michael D’Adamo  
Joins Portfolio Company CriterionBrock as CEO**  
*Charlie Eitel Joins CriterionBrock Board of Directors*

**LOS ANGELES (August 19, 2010)** – Wedbush Capital Partners today announced that Michael D’Adamo has joined portfolio company CriterionBrock as president and chief executive officer. D’Adamo previously was vice president of sales for HD Supply, a \$10 billion wholesale distributor of products and services in the infrastructure and energy; maintenance repair and improvement; and, specialty construction markets. In this position, D’Adamo guided HD Supply’s \$1.7 billion Facilities Maintenance division through substantial growth and was responsible for 700 employees.

“We are very excited to have Mike at the helm of CriterionBrock,” said Geoff Bland, managing director of Wedbush Capital Partners. “His deep experience building businesses in the multi-family housing industry will be instrumental in continuing CriterionBrock’s strategy to become the nation’s preeminent provider of floor covering services to the multi-family housing industry.”

“This is a great opportunity to help build a shared vision with a seasoned team in an industry that’s been part of my life for over 33 years,” said D’Adamo. “I have great respect for CriterionBrock’s past, and I look forward to an exciting future.”

Wedbush Capital also announced that Charlie Eitel, a floor coverings industry veteran, has joined CriterionBrock’s board of directors. Eitel previously served as president and COO of Interface and as CEO of Collins & Aikman Floor Coverings, Carriage Industries and Coronet Carpet. For the past ten years, Eitel served as chairman, CEO and vice chairman of Simmons Bedding, the \$1 billion, Atlanta-based, mattress manufacturer.

CriterionBrock was formed through the merger of Criterion Supply, Inc. and Brock Interiors, Inc. in 2007. Cary Jackson, co-founder of Criterion Supply, Inc., and Cathi Brock, founder of Brock Interiors, Inc., remain investors in the company, as well as members of its board of directors.

**About CriterionBrock, Inc.**

Established in 1982 and headquartered in Portland, Oregon, CriterionBrock has grown to be one of the largest providers of floor covering services to the multi-family housing industry in the United States. CriterionBrock has a comprehensive staff of experts and is able to service multiple customer locations from its eleven branches along the West Coast and Southwest United States. CriterionBrock has been especially successful in adding new customers and now serves 95% of the top twenty property management companies in the West-Southwest. The company focuses on providing reliable service, easy ordering, quick turnaround and consistent invoicing on unit turns or large projects. The company's expertise and service systems, developed over decades, allow it to service customers at all levels with installations, treatments, audits, repairs, and customized property reports for multi-family, senior and student housing. For more information, please visit [www.criterionbrock.com](http://www.criterionbrock.com).

**About Wedbush Capital Partners**

Wedbush Capital Partners is a private equity firm focused on recapitalizations, growth investments, and management-led buyouts of lower middle-market companies. Wedbush Capital acquires and builds growing companies headquartered in the Western U.S. with revenues ranging from \$10 to \$50 million and operating cash flow of \$1 to \$5 million at the time of the investment. The firm's preferred initial investment is \$5 to \$10 million of equity. Since 1980, Wedbush Capital and its professionals have invested in more than 85 companies in industries including consumer products and services, business and financial services and niche manufacturing. Wedbush Capital is an affiliate of Wedbush Securities, founded in 1955 and one of the largest investment banks and brokerage firms in the Western United States. For more information, please visit [www.wedbushcapital.com](http://www.wedbushcapital.com).

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