

Why High Rock Partners

- Recognized Expertise
- Track Record
- Trusted Resource

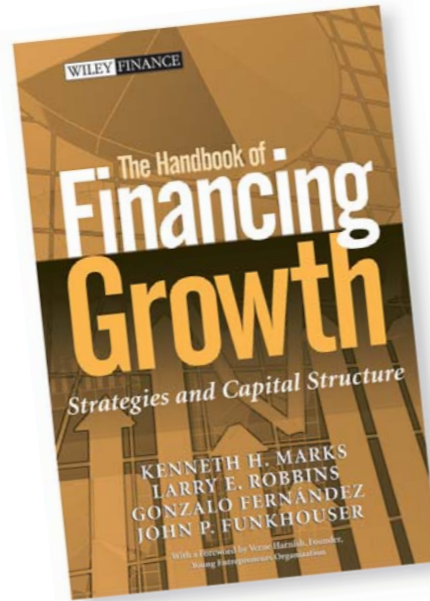
"Going to the next level, raising capital or selling your company all require nearly the same preparation and processes. We have found that emerging growth and middle-market companies need more than bankers or consultants with transaction experience to be successful without foregoing significant shareholder value. Many times, being strategically and operationally prepared make the difference between a successful and failed move to the next level, capital raise, or company sale.

High Rock Partners has the unique mix of experience, talent, skills and tools so that your company can pursue one of the strategic initiatives above the right way. Our teams are led by senior executives that can view your business from both sides of the table: as an operator (because we've been there growing and selling our own companies) and from the capital markets perspective....then rollup our sleeves to support your team in proactively preparing and executing on your plans.

High Rock Partners is a strategic resource, an objective unbiased eye, and a confidential sounding board."

—**Kenneth H. Marks, Managing Partner**

Thought Leadership



"The authors have compiled a practical guide addressing capital formation of emerging growth and middle-market companies. This Handbook is a valuable resource for bankers, accountants, lawyers and other advisors serving entrepreneurs"
—**Alfred R. Berkeley, former president, NASDAQ Stock Market**

"Provides an exceptional primer for anyone seeking to understand how to finance a growing organization...useful for the entrepreneur, student, or financial professional. Delineates the many sources a growing company can tap to obtain financing and shows the reader in clear,

concise language how to go about it. One of the best books on the subject of finance I have read."

—**Barry D. Yelton, Senior Vice President, Business Alliance Capital Corp.**

"A tremendous tool for creatively growing your company. This book covers the waterfront of financing options and makes sure the business owner knows how to get a deal done and do battle with any bank or private equity investor to get the best terms."

—**Rick Rickertsen, Managing Partner, Pine Creek Partners, and author of Buyout: An Insider's Guide to Buying Your Own Company**

"An excellent resource and "must have" for anyone looking into how they should capitalize their company. It not only provides the basics of how to get a financing plan in place but also goes a step further by explaining how companies get funded in the real world. No single resource has been able to bridge the gap between emerging growth and middle market companies being overlooked by investment banks until now. Marks et al have encapsulated a lifetime of financing knowledge in a single text. I recommend it to any middle market company seeking capital."

—**Christopher W. Gaertner, CFA, Managing Director, Head of Global Software Investment Banking, Global Technology Group, Lehman Brothers**



Strategic Consulting ■ Investment Banking ■ Interim Leadership



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Value Creators

High Rock Partners provides resources and executive bandwidth to plan and pursue strategic opportunities and undertake strategic initiatives. We are value creators serving emerging growth and middle-market companies... with a focus on growth, finance, exit strategies, M&A, new business development, corporate partnering, problem-solving, and turnarounds.

In partnership with HRP, company leaders can leverage our extensive global operating, corporate finance and transaction experience. As value creators we provide both the leadership and tactical support to assist companies in developing, implementing, and executing integrated solutions to their strategic needs and opportunities. In select situations, we invest our capital to facilitate or accelerate change.

- ❖ Exit & Growth Strategies
- ❖ Mergers & Acquisitions
- ❖ Financing / Capitalization
- ❖ Turnarounds
- ❖ Interim Leadership for Change

ACCELERATE
CHANGE

Capabilities

Strategic Consulting

Investment Banking

Interim Leadership

High Rock Partners offers strategic consulting, investment banking and interim leadership services... providing your team with an objective perspective, a broad network of resources, expertise in deal-making, and senior level staff to address strategic issues. Our perspective is based on analysis and experience, and our deal-making is, among other things, a combination of analysis, relationship-building, and technical expertise.

Many times we act as our client's outsourced corporate development or corporate finance department, augmenting their executive team's capability and capacity. In addition, we bring external process and

knowledge as our clients seek to research and clarify strategic issues and potential alternate solutions.

You can view us as an investment bank "plus". This matters, as many emerging growth and middle-market companies need more than just someone to lead a transaction; they need a trusted advisor through each stage of growth....we are that trusted advisor with capabilities that span each phase from planning through assuring successful change and value creation. We broadly refer to this span of value creating capabilities as Strategic Advisory & Corporate Development. The chart below shows a matrix of capabilities and services available from High Rock Partners.

Planning & Preparation

- Strategic planning & decisions
- Growth strategies
- Financing strategies
- Exit strategies
- Turnaround plans
- Competitive analysis
- Valuation
- Financial modeling
- Strategic positioning
- Operational positioning

Transactions

- Raise debt or equity
- Acquire a co., competitor or product-line
- Merger
- Sell the Co. or a product-line
- Strategic partnerships
- Business development initiatives
- Joint ventures

Change

- Integrate an acquisition
- Change leadership
- Augment management
- Lead a strategic project
- Lean enterprise deployment
- Best practices benchmarking
- Leadership / organization development