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PRESS RELEASE

RKJ Partners, LLC Selected to Publish Investment Banking Blog Series in MBE Magazine

Atlanta, GA, April 3, 2012: RKJ Partners, LLC (“RKJ”), a boutique investment banking firm providing advisory services for lower middle market growth companies, today announced the launch of the company’s investment banking blog series to be published in MBE Magazine. Beginning in the April 2012 edition, and spanning the next 12 months, RKJ will publish monthly blog entries that will cover issues related to three macro topics: Sell-Side M&A Process; Buy-Side M&A Process and Capital Raising Process. “We believe that the blog information will provide business owners with timely data and tools that will demystify the process of buying and selling companies, and raising growth capital,” said Gregory Ficklin, Managing Partner at RKJ. Ficklin adds, “Far too often, business owners, particularly small business owners, view their local commercial banker as the only viable capital source to fund their growth initiatives. We spend a considerable portion of our time conversing with business owners regarding the various ways in which RKJ can be helpful in structuring and executing their corporate vision. That vision may include buying a company, selling their company or raising capital from a variety of traditional and non-traditional capital sources”.

A link to RKJ’s April 2012 blog entry has been provided below:

<http://blog.mbemag.com/2012/04/preparing-your-business-for-sale.html>

About MBE Magazine – www.mbemag.com:

MBE magazine serves as a nationwide forum for minority and women business owners, corporations and government agencies concerned with minority enterprise development

MBE magazine examines affirmative action and procurement programs in the public and private sectors, and provides in-depth coverage of crucial issues affecting the growth and survival of minority- and woman-owned businesses. Each issue also features the success story of a prominent minority or female entrepreneur whose life and accomplishments may serve as a role model for others.

Founded in 1984, MBE magazine has maintained a strong commitment to economic parity as a lasting solution to the ills of poverty and discrimination and has as its mission to:

- Inform - by reporting on issues critical to the growth and development of minority owned firms
- Educate - by examining the purpose and intent of minority business development legislation and programs
- Inspire - by featuring in depth profiles of successful entrepreneurs in a wide range of industries, whose accomplishments make them outstanding role models for others.

About RKJ Partners, LLC – www.rkjpartners.com:

Headquartered in Atlanta, Georgia, RKJ Partners, LLC offers a unique suite of investment banking advisory services specializing in corporate transactions between \$2MM to \$75MM. The firm follows a client-centric business model that eliminates conflicts of interest, while delivering seasoned expertise and higher success rates when compared to other lower middle-market investment banking firms. Our clients include buyers of private and publicly owned businesses, strategic buyers, financial partners and private investment groups who seek uncompromising advice regarding their investment banking activities.

Whether our client’s objective is to raise capital, sell all or part of their business, divest a division, acquire or merge, our unique service offerings enable us to evaluate all of the options in order to determine the most effective solution that meets our clients’ needs.

Mergers & Acquisitions

RKJ's investment bankers have provided buy-side and sell-side experience for large corporate entities. Utilizing our extensive transaction experience, we provide clients with senior-level attention throughout all phases of the transaction process including: identifying candidates; conducting valuation analysis; sourcing financing; structuring and negotiating terms on M&A transactions; performing due diligence; and processing closing. Our deal experience includes asset and stock purchases, licensing agreements and earn-outs.

Sales & Divestitures

RKJ prides itself on creating strategies that mirror our clients' objectives. Understanding the objectives is paramount to developing an exit strategy. By drilling down on the objectives, we are then able to determine what the appropriate strategy should be: a sale to a strategic or financial acquirer; a partial or outright exit; a divisional divestiture; or an employee stock ownership plan or management buyout.

Capital Raising

RKJ assists clients in raising capital required to fund continued growth and acquisitions, and provide for additional liquidity. Whether the capital source is senior debt, subordinated debt, a private equity investment, or venture capital, RKJ has extensive relationships within the arenas of corporate finance, private equity, venture capital and angel investors that enable us to deploy the optimal capital solution.

Strategic Advisory Services

RKJ provides industry and capital markets advisory services to owners, shareholders and their boards in developing strategies that maximize their companies' value, and facilitates a better understanding of all available options. In developing these strategies, we engage in a deep and thorough evaluation and analysis that results in the identification of value deflators and growth drivers.

RKJ Partners invites you to follow us on Facebook, Twitter and LinkedIn:

