

July 10, 2009

Ron Crane to head sell-side M&A advisory services at DCA Partners

Leading sell-side M&A advisor expands talent at region's top M&A advisory firm

Roseville, CA – DCA Partners, LLC ("DCA"), the region's leading merchant banking firm has announced the addition of Ron Crane as Managing Director and head of sell-side Mergers & Acquisitions for the firm.

Mr. Crane will help lead the continued growth of DCA's advisory business by way of his extensive experience owning and managing companies and his experience as an effective and well-respected M&A advisor.

"We are thrilled to be adding Ron to our team. He is a great cultural fit with DCA, given his strong technical knowledge and his undying commitment to serving the best interests of his clients," says DCA Managing Partner, Curt Rocca.

For the past seven years Mr. Crane has established a strong reputation as one of the region's leading sell-side M&A advisors, working with privately held companies throughout the west coast, but with a strong emphasis on the Sacramento and Central Valleys. Ron most recently served as Managing Director at Vercor and was previously Managing Director at Wall Street Ventures; both headquartered in Sacramento.

"I am excited to be a part of the DCA team, and continuing to expand the firm's reputation as the region's leading source for mergers and acquisitions," says Crane. "DCA has built and maintained an impeccable reputation in an industry that has suffered considerable black eyes over the past years. I am looking forward to leveraging the experience and relationships I have gained over the years as an M&A advisor with the outstanding team at DCA".

Mr. Crane brings nearly 30 years of business experience as an owner or CEO of a number of companies. His experience includes start-ups, turnarounds, consolidations, acquisitions, divestitures and culture change. He has a strong combination of qualifications in strategic planning, sales, marketing, leadership, finance and business process reengineering. While CEO of a public company, he defined and executed a corporate strategic plan for growth, and backed it with capital raising (public financing) and M&A activities. He has positioned two companies, one private and one public, as undisputed leaders in their respective industries, both resulting in sales to large corporations.

Prior to becoming an M&A advisor, Mr. Crane completed, either as an entrepreneur or corporate executive, eleven M&A transactions. The experience gained while being a buyer or seller in these transactions gives Mr. Crane an enormous advantage in understanding not only the M&A process, but also the emotional aspects of this type of a transaction. "Selling a business may be

the most important transaction of a business owner's life. I take the responsibility associated with guiding them through that process very personally and very seriously," said Mr. Crane.

Historically, DCA has specialized in strategic advisory work, buy-side M&A representation, capital structure optimization, operational turnarounds, financial restructurings, and private equity investing. Mr. Crane's expertise and proven track record on sell-side representation is a natural extension of the firm's core expertise. "

About DCA Partners, LLC

DCA Partners, LLC is one of Northern California's premier M&A and financial advisory firms serving growth-oriented private and public companies throughout the western U.S. Unlike traditional investment banks, DCA not only assists client companies in completing transactions and financings, but also provides strategic and operational consulting services to ensure that the company is taking the right steps to maximize shareholder value. The Company is widely regarded as the region's most respected source for strategic advisory, merger and acquisition, capital raising, operational turnarounds, financial restructuring, and interim executive solutions.

In 2005, the firm's principals also launched DCA Capital Partners, a regional Private Equity firm, providing expansion capital to mid-to-late stage growth businesses throughout the central valley.

For additional information contact:

Curtis M. Rocca
Managing Partner
DCA Partners, LLC
(916) 960-5353
crocca@dcapartners.com