

PRESS RELEASE

For immediate release

DCA Partners taps Operational Efficiency Expert to expand consulting services

- Allen Pierce to join as Managing Director

Roseville, CA (January 6, 2014) DCA Partners, LLC (“DCA”), the region’s leading strategic and operational advisory firm has announced the addition of Allen Pierce as Managing Director of the firm’s DCA Advisors consulting business.

In this role, Mr. Pierce - a seasoned operations executive and management consultant - will help companies develop and execute their business strategies and enhance their operating results (typically: quality, efficiency, employee engagement, growth and profits) by implementing a set of best practices that optimize strategic focus and operating leverage.

“The focus on operational execution has grown dramatically over the past few years,” says DCA Managing Partner Curt Rocca. “Recent studies have shown that 70% of strategic plans fail - not because they were poorly conceived, or because management was not talented or hard-working, but rather because the perfectly-sound strategies were poorly executed,” Rocca adds. “This was not a surprise to us, as driving significant change and maintaining focus on top priorities can be challenging for even the most experienced leadership teams and sophisticated organizations.” DCA’s ‘Focused Execution’ process addresses this challenge, consistently and predictably enhances organizations’ productivity, employee engagement, growth and profitability.

Prior to joining DCA, Mr. Pierce held senior functional and business leadership positions at Thermo Fisher Scientific, PerkinElmer, and Tyco Electronics. In these roles he led businesses from \$90M to more than \$400M in annual revenue, in diverse industries including life science tools, medical diagnostics, and computer peripherals. He is experienced leading operational turnarounds; driving top-line growth through product innovation and sales channel effectiveness; improving bottom-line profitability by applying lean concepts, outsourcing non-key functions, improving quality, and using low-cost region manufacturing and supply chains; and successfully integrating business acquisitions.

In addition, Allen also brings to DCA several years experience in management consulting, having held significant roles with industry leaders Arthur D. Little, Inc. and Booz, Allen, & Hamilton.

“I am excited to be a part of the DCA Team and helping more Companies operate at a higher level of fun, satisfaction, profitability and professionalism,” says Pierce. “DCA has built an extraordinary reputation as the top Strategic Advisory firm in the Northern California region. I look forward to the chance to deepen our relationships with clients, help them develop and execute their strategies, and enable them to achieve better top and bottom-line results.”

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“We are delighted to add Allen to our team,” concludes Rocca. “He combines a unique level of operating expertise, leadership capabilities, consulting experience, and technical depth – all with the same intense focus on the customer that has become our hallmark at DCA.”

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, strategic planning, operational effectiveness, financial restructuring, and interim executive solutions.

In addition, DCA also operates an affiliated Private Equity Fund, DCA Capital Partners, which provides expansion capital to mid-to-late stage growth businesses throughout the Region.

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