

FOR IMMEDIATE RELEASE

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ATLANTA – Seneca Creek Partners LLC (“Seneca Creek”), an Atlanta-based entrepreneurial investment fund, announced today that it has held its final closing and will immediately commence a nationwide search to acquire a well-established company with revenues of \$10-30 million. Following the acquisition, Seneca Creek will take a senior operating role within the company in order to expand and accelerate its business growth and increase stakeholder equity.

Leading the search process are Seneca Creek managing partners **Keith N. Burns** and **Michael Curry**, who share more than 17 years of experience in service and product industries.

Burns holds degrees from the Goizueta Business School at Emory University, the Graduate School of Architecture, Planning, and Preservation at Columbia University, and Columbia Law School. He most recently served as a Vice President in the Securities Division Compliance Department of Goldman, Sachs & Co., a leading global investment banking, securities and investment management firm. Burns also practiced for several years as corporate attorney for Jones Day and Latham & Watkins, LLP.

Curry holds degrees from the Goizueta Business School at Emory University as well as the Booth School of Business at the University of Chicago. He brings over ten years of experience as an entrepreneur, investment banker and business development executive. Curry spent several years of his career working in investment banking with Morgan Stanley, a leading multinational financial services corporation.

“Seneca Creek will focus on businesses where the current management team wishes to retire or reduce active involvement in the company,” said Burns. “An ideal company would be a well-established business with stable cash flow, low research and development costs, and high growth potential. Since we are a smaller firm, we are able to be more agile than our competitors and assess strategic opportunities in a shorter time frame.”

Utilizing entrepreneurial, operational, strategic, and legal analysis experience, Seneca Creek will focus on increasing revenue opportunities and improving operational and cost efficiencies of the acquired company.

“Our main goal is to find a business that is growing, improve upon it, increase employee and customer satisfaction, and leave the business in better shape than when we found it,” said Curry. “We have an investment group of highly successful entrepreneurs and anyone selling their business will be interacting directly with the people making the decisions. They are not going to be left in the dark.”

Seneca Creek has obtained investments from 19 limited partners, including 10 current or former chief executive officers/presidents and five seasoned institutional investors.

“We chose to invest in Seneca Creek because of the team’s diverse experience in a number of areas including investment banking, corporate law, risk management and entrepreneurship, and because of their collective commitment to success,” said Brandon Cope, a partner at Peterson Partners and a limited partner with Seneca Creek. “We are confident in their process, and believe in Seneca Creek’s ability to develop and cultivate key relationships, which should ultimately lead to their successful acquisition and operation of a target company.”

For more information about business opportunities with Seneca Creek, contact:

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