

NEWS FOR IMMEDIATE RELEASE

NUMERIA Brings Innovation to the Valuation Industry

Numeria creates “stock exchange-like” process to revolutionize how companies are valued, yielding the most objective and accurate valuation

PRINCETON, N.J., April 27, 2005 – In an industry that is short on innovation and long on price guessing, NUMERIA brings a revolutionary new approach to the valuation table. Using its patent-pending process, NUMERIASM brings together a diverse set of analysts into a “bidding” environment where each independently evaluates the company and then sets its value through a lively “stock exchange-like” discussion. This results in the most objective and accurate value for any company looking to raise capital, acquire or divest a business, or make other strategic moves.

Unlike a traditional valuation, a NUMERIA valuation generates multiple valuation opinions instead of just one. The benefits of this multi-analyst and multi-disciplinary approach are seen in every NUMERIA valuation, when the initial opinions from all analysts can range widely. While any of them might have been considered acceptable by traditional standards, the multimillion dollar variations leave much to be desired.

How does NUMERIA work? Like members of a stock exchange, NUMERIA analysts are independent experts who risk their earnings and reputations on their valuation opinions. NUMERIA hosts a mix of analysts, including investment bankers, appraisers, corporate development officers and financial advisors, and the mix is adjusted to bring the best expertise to each company. Client firms contract directly with NUMERIA, paying a fixed fee for the valuation.

NUMERIA compiles key company information, distributes it to the analysts, and hosts pre-pricing meetings with the analysts, who then independently prepare and submit written valuation opinions. NUMERIA then serves as the “market maker”, moderating the pricing debate among the analysts, who can adjust their valuations throughout the market session. Eventually the valuations converge into a central value that is the most accurate and objective fair market value available.

The confidential market session, hosted live by NUMERIA, is seen in full-view by the client company’s executives and provides often stunning insights about their firm. Most important, they see and hear it rigorously valued by a multi-disciplinary group of analysts.

“In today’s hyper-competitive business climate, knowing the fair market value of a firm is one of the most strategic arrows a company can have in its quiver”, said Peter Leitner, CEO of NUMERIA. “With traditional valuations, multimillion-dollar decisions ride on one opinion, which as we see regularly can be way off the mark. NUMERIA eliminates the guess work through multiple expert opinions, and raises the bar of objectivity, independence and transparency.”

About NUMERIA: NUMERIA is a private valuation company based in Princeton, N.J. It harnesses market-based forces to provide the clearest view of a private firm’s fair market value. Numeria primarily works with businesses with \$3 million or more in revenue. For additional information, see www.numeria.us.