

NEWS FOR IMMEDIATE RELEASE

NUMERIA Launches Certified Partner Program

Numeria rolls out 4-tiered alliances to match client and partners needs

PRINCETON, N.J., July 20, 2005 – Numeria Management LLC, the pioneer in market-based valuations, announces the launch of the Numeria Certified Partner ProgramSM. The program aligns Numeria with firms that advise and assist companies regarding capitalization, mergers and acquisitions, and corporate strategy.

Numeria is partnering with professionals that realize the advantages of integrating market-based valuations into their portfolio of services. Designed to support its partners' own services, the program delivers the cutting-edge in valuation while ensuring that their clients have a seamless, end-to-end experience. Partners are positioned to implement whatever follows the valuation, such as raising capital, negotiating a merger or divestiture, or launching a new corporate strategy.

“A market-based valuation plays a critical role in strategic decisions because company leaders and directors have greater confidence in the decision being made”, said Peter Leitner, CEO of Numeria. “By partnering with leading firms in their practice areas, Numeria allows companies to continue working closely with their established and trusted advisors.” Numeria offers four levels of participation to potential alliance partners, including:

Gold Alliance:

For those with the ability to manage a valuation engagement and issue a valuation report to their clients; gold is most suitable when the professionals have valuation capability but want to avoid a conflict of interest, such as investment bankers, business brokers, and other financial intermediaries.

Silver Alliance:

For those with engagement management capability, but without sufficient expertise or other means to issue a valuation report to their clients; silver is ideal for management consultants and other advisory and assurance professionals.

Bronze Alliance:

For those without valuation expertise or engagement management capability but whose clients are pursuing a strategic opportunity like as a financing, M&A transaction, or repositioning; bronze is ideal for independent consultants and business advisors.

Courtesy Alliance:

For firms or individual professionals that want their clients to realize the benefits of market-based valuations, but which cannot participate in the engagement or valuation process due to regulatory compliance or the appearance of conflicted interests. The Courtesy Alliance is ideal for auditors, risk management professionals and underwriters.

“The Numeria Certified Partner Program shares the power of market-based valuations with those who perhaps understand it best – the professionals who provide mission-critical advice and strategic services,” Leitner continued. “And it does so while assuring the continuity of the client-partner relationship for the implementation phase that follows.”

About NUMERIA: Numeria manages the marketplace for valuing firms, based in Princeton, N.J., providing the clearest view of a firm’s fair market value. Numeria primarily works with businesses with \$3 million or more in revenue. For additional information, see www.numeria.us.

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