

NUMERIA

For more information, contact: Natalie Judd, (203) 389-5223, natalie@bigvoicecomm.com

NEWS FOR IMMEDIATE RELEASE

Private Company CFOs Unsure of Corporate Value

Survey Reveals that Most Private Firms use “Management Estimates or Wishful Thinking” about Corporate Value for Mission-Critical Decisions

PRINCETON, NJ, February 14, 2006 – In this mark-to-market world, where everything is tested against market forces every day and business owners must know their firm’s value to maximize it, a survey of financial leaders in closely-held companies found that they were unclear about corporate value.

A survey of private firm CFOs, controllers and other financial executives revealed that only 60 percent had some idea of their firm’s value. Of these, nearly two thirds (63%) said their understanding was based on “management estimates or wishful thinking.” Only one in five used an outside expert to assess corporate value, and in most cases did so for legal and regulatory purposes, not to make strategic or tactical decisions.

Despite being unclear about their firm’s value, the respondents also reported that in the next three years one in four (26%) plan to raise private equity or sell the firm to a strategic acquirer; another quarter (26%) plan to acquire other firms; and 4 percent expect an IPO. The remaining 44% are planning to “stay-the-course” and compete as is.

All market indicators point to 2006 as a very robust M&A year, with many private firms positioning themselves for sale at peak value. “Without a clear understanding of their corporate value, many may be ill-prepared to realize their potential when seeking equity capital or a buyer,” said Peter J. Leitner, CEO of Numeria Management LLC. “Too many think they can ‘negotiate their way to a great price’, but how do they know if it’s a good deal or not? Most don’t.”

Numeria, the first synthetic market for pricing private firms, offers an objective and clear view of corporate value. The Numeria marketplace yields prices that are significantly more accurate and robust than traditional valuation analyses because it aggregates opinions of many analysts who set the firm’s value through a competitive process that allows price discovery to naturally occur.

The Numeria marketplace also allows owners and managers to see their firm’s value emerge in real time, hearing firsthand how it’s viewed by a diverse and sophisticated group of analysts who debate and defend their pricing and methodology. Like participants in an auction, the analysts are independent and absorb new information that affects their perception of the firm’s value, and then change their prices accordingly. Numeria is transparent, confidential, and unparalleled.

-- more --

Company owners and managers, with a firm grasp of their company's potential value, gain enormous leverage when considering an IPO, M&A transaction, private financing, or other mission-critical decisions. Numeria ensures that company CFOs and CEOs are prepared before the real transaction begins.

The survey was conducted by Numeria Management LLC and Waterford Advisors LLC in January 2006 with members of the Institute of Management Accountants.

About NUMERIA: NUMERIA is the first company to harness market-based forces to provide the clearest view of a company's fair market value. Numeria primarily works with businesses with \$3 million or more in revenue. For additional information, see www.numeria.us.

###