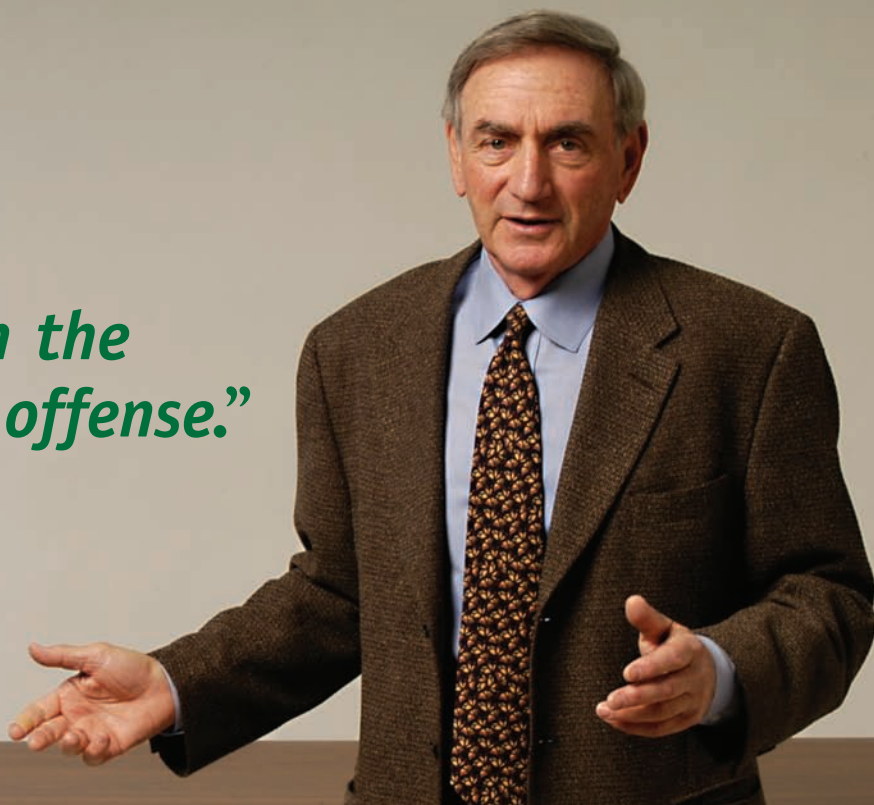


Don Matso:

“Leaving money on the table is a capital offense.”



Long before a transition, The Valère Group works to ensure that business owners are positioned for it—on their own terms.

Most business owners aren't prepared for a transition event. By the time they approach succession or a sale, it's too late. The value of their business is established and their options are often limited. By neglecting to plan, owners fail to take advantage of potential alternatives—they don't realize that “cashing in does not necessarily mean having to sell out.”

Strategic Value Creation

The objective of Strategic Value Creation is to advance the immediate and long-term performance of the business. This protects and enhances the enterprise's “true value,” thereby maximizing ownership's opportunities to implement a transition on their terms, whenever the timing is appropriate or when an opportunity presents itself.

The earlier the better

The Valère Group goes to work long before a transitional event to maximize the value. Using Don Matso's decades of experience in creating strategic value—and with the luxury of time—the company can improve its position. When the opportunity arises, the company is prepared, providing the potential for owners to get what they want...and more than they expect.

The school supply business was generating over a million dollars of profits. An unsolicited approach by a larger competitor aroused the owner's curiosity about the value, though he wasn't ready to sell. Don Matso recommended specific action items to protect and enhance the value and, over time, monitored a series of operational changes that improved the company's performance. A few years later, when the owner's industry was consolidating, he was again approached by a much larger company. He was prepared and sold, receiving over \$14 million in cash.

Nothing off-the-shelf

Don's successes don't come from using conventional financial formulas or off-the-shelf strategies. His Strategic Value Creation is designed to provide a unique and personalized blueprint based on ownership's objectives, available resources, capabilities and personal values. And, because The Valère Group is not financially vested in the outcome, its counsel is objective and impartial.

With The Valère Group, Don Matso helps ensure that owners don't leave money on the table.

THE VALÈRE GROUP
STRATEGIC VALUE CREATION

1500 Rosecrans Avenue
Suite 500
Manhattan Beach
CA 90266
Phone (310) 706 4114
Fax (310) 796 1123
valeregroup.com

“I find it extremely rare to find someone with Don’s combination of skills and understanding of a company from a strategy, operational, investment and acquisition standpoint. As a result, his counsel on value creation and the preparation for positioning a company for transition represent an invaluable service to owners.”

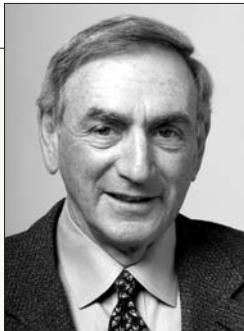
-**Rob Martin**, Director, KRG Capital Partners

“Because of Don’s insightful guidance, leadership and prodding we have successfully maintained a focus on maximizing the enterprise’s value. This focus has led the way to consolidations, acquisitions and a clarity that otherwise, we may not have known. Don’s contributions have been priceless.”

-**Steven Bryant**, President, Owner, Bryant Rubber Corporation

“I met Don at a time in my life when I wanted to liquidate some of my equity in the business to secure my family’s future. But I did not want to sell and abandon my employees. I had met with several investment bankers and other advisors but none of them spent the in-depth time that Don did. He provided counsel to me, my family and senior management team and explained alternatives I did not previously fully understand. The final result was a win-win for everyone – the employees, my family, myself and everyone involved. We are now a publicly traded company listed on NASDAQ.”

-**Rufus H. “Bud” Reitzel Jr.**, Chairman of the Board
Asset Acceptance Capital Corporation



For more than twenty years, Don Matso has worked with a broad range of companies helping them earn hundreds of millions of dollars. Using his special expertise in what he calls “Strategic Value Creation,” he has guided private sector business owners in maximizing their company’s market value long before they reach a key transitional event such as succession or sale.

He honed his skills in improving profitability, performance and market value through his experience in key management and operational positions with firms like Boise Cascade and Weyerhaeuser Corporation, and in managing a mergers and acquisition advisory service for a division of Smith Barney/Citigroup.

Today, his firm, The Valère Group, brings his experience to private sector business owners who realize there will be a crucial transitional event in their future but are not sure of how to be “positioned” for that eventuality.