



NEWS RELEASE

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Premiere Business Advisory Firms, M&A Partners and TDF International Join Forces to Address Today's Need for Merger Success

DALLAS TEXAS – April 30, 2009 – Rivaling traditional management consulting.

M&A Partners, a Dallas-based merger consulting and training firm, announced today that its managing partner Jim Jeffries and Jerry Klarsfeld, the CEO of TDF International formed an exclusive partnership to provide new culture-related capabilities to merging companies. The new offerings will forecast the operational impact of merging cultures to strengthen M&A due diligence and allow for better decisions and valuation judgments early in the acquisition process.

"I'm very excited to be able to add a comprehensive set of cultural assessment capabilities that can forecast operating results for the M&A community. For too long culture has taken the blame for underperforming deals, yet over 90% of companies doing due diligence on potential acquisitions don't pay any meaningful attention to the cultural implications of the merger. Our TDF-MA Culture Fit Analysis will change those statistics and strengthen due diligence outcomes," said Jim Jeffries.

Jerry Klarsfeld, CEO of TDF International, said "Our 25 years of history providing cultural assessments to improve operating results for a multitude of domestic and international organizations will round out the many offerings of M&A Partners. No other consulting organization has a deeper set of services to address the challenges of comprehensive due diligence and post-merger integration."

"The partnership merges best practices and culture analysis to achieve higher value from future acquisitions. The traditional thinking of management consulting firms has been to pass over culture primarily because no one until now has been able to forecast cultures value impact. We are leaning into the wind of today's economic storm with the belief that now is the most critical time to equip organizations with the requisite tools for M&A success," said Jeffries.

"Internationally there is a wave of companies flush with resources who recognize the economic climate in the US as an opportunity to expand. Countries like India, are making culture a priority in assessing cross-border opportunities. They have studied the often-negative impact that culture conflict has presented in U.S and European transactions. We are giving companies a new way of building their organizations with more comprehensive due diligence knowing culture is the tipping point for M&A success, both domestically and in the international arena", concluded Klarsfeld.

Along with M&A guidance and training services, more than 1000 best practice tools and templates, and the exclusive S3 Cockpit integration management software, M&A Partners will now offer exclusive M&A Baseline and Target culture assessments for due diligence. A "baseline" assessment can be administered for a company at any time prior to an acquisition and will provide culture-related insights into current strengths and weaknesses, a best fit analysis and opportunities for pre-merger operating improvements.

About M&A Partners

M&A Partners was founded in 1999 in Dallas, Texas. They are a firm that assists companies and their internal teams to assure maximum value creation in mergers, acquisitions, corporate consolidation and divestitures. The firms offerings are based on the creation of real value by leveraging established best practices, expert advisors and proven tools and templates. Its client base is made up of both commercial organizations and consultancies.

About TDF International

For 25 years TDF International, Inc has offered practical, actionable tools and solutions that have direct, positive and lasting impact on business success. The company provides its clients with experience and the knowledge of how human behavior will affect operating results. TDF's senior consultants and requisite tools and techniques enable the diagnosis of variance in culture throughout an organization as well as a comparative analysis of multiple organizations.

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