



PRESS RELEASE

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For Immediate Release

Generational Equity Recognized by SMU Cox as a Top Company in Dallas at the 18th Annual Dallas 100™ Awards

November 21, 2008 -- Dallas, Texas: Generational Equity, a middle-market mergers and acquisitions firm, has received the prestigious Dallas 100™ award, in recognition of its extraordinary growth. The company was ranked fifth in the listing of 100.

"This award serves as an affirmation of the positive changes we have made on behalf of our clients over the past years," said Ryan Binkley, President of Generational Equity. "By re-dedicating ourselves to providing vital information and education to independent business owners, we've enjoyed greater success than we ever had before." "With financial news changing daily and dominating the headlines, small- and mid-size business owners need expertise to help understand their options and, if they want to sell, to help them navigate a potentially treacherous course that could impact their families for years to come," Binkley added. "The bottom line is simple: by educating business owners about market changes and the challenges of selling a business successfully, everybody wins, whether they are actual clients of ours or not. Thankfully, more and more business owners are giving us the privilege of helping them to sell their business as profitably as possible."

"I think it is significant that the award criteria is not only an objective look at our financial growth," Binkley concluded, "but also a subjective assessment of our company's character and corporate governance. We are deeply honored to be recognized by the SMU Cox Caruth Institute for Entrepreneurship, and feel privileged to be joined on the list by some of the truly outstanding businesses in Dallas."

According to SMU Cox, the stringent qualifications to receive recognition include: "a company must be an independent, privately held corporation, proprietorship or partnership (not a subsidiary of a parent company) as of May 1, 2008; be headquartered in the Dallas area; have had sales of more than \$500,000 in fiscal 2005; have had sales of not more than \$75,000,000 in 2005; have a three-year sales history reflecting growth; and, have a credit report and character satisfactory to the Dallas 100™, determined at the sole discretion of the Dallas 100™."

About Generational Equity

Generational Equity is one of the nation's leading middle-market mergers and acquisitions companies, providing private business owners with the information and expertise they require to exit their business successfully. A unique, four-phase approach that includes education, financial analysis and reporting, sales documentation and dealmaking ability combine to offer business owners an unparalleled level of commitment and experience, all focused on helping to release the generational wealth and equity in every business.

Generational Equity has more than 300 professional advisors and affiliates nationwide and is headquartered in Dallas, with affiliate offices in New York, Chicago and Irvine, Calif. For more information, contact Generational Equity at (877) 213-1792 or info-us@genequityco.com, or visit www.genequityco.com.