

Generational Equity Ranked No. 195 on the 2009 Inc. 500 Fastest-Growing Private Companies

Dallas, TX, August 17, 2009 – Generational Equity has received national recognition for being among the nation’s fastest-growing private companies in the mergers and acquisition services segment of the North American mid-market sector. Most recently, *Inc. Magazine* awarded Generational Equity the rank of #195 in its 2009 ‘Inc. 500’ list. This list represents a comprehensive look at the most important segment of the U.S. economy—America’s independent-minded entrepreneurs. The companies on this year’s list are responsible for creating more than 55,000 jobs since their founding; making the Inc. 500 perhaps the best example of the impact private, fast-growing companies can have on the overall U.S. economy.

“If you want to know which companies are going to change the world, look at the Inc. 500,” said *Inc.* editor Jane Berentson. “These are the most dynamic, fast-growth companies in the nation, the ones finding innovative solutions to problems, creating smart systems, and inventing products we soon discover we can’t live without. The Inc. 500 list is *Inc.* magazine’s tribute to American business ingenuity and ambition.”

Generational Equity provides mergers and acquisition services to privately held businesses in the middle market. Despite continued turbulent trends in an economy entering the stabilization phase, privately held companies in North America with valuations under \$50M remain attractive to buyers looking for growth vehicles and differentiators in the market. These buyers include larger companies, private equity groups, and independent entrepreneurs.

“There are two primary ways to grow a company, organically and through acquisitions,” said Ryan Binkley, President of Generational Equity. “Despite economic turbulence, we are seeing forward thinking investors and large companies alike trend toward buying versus building from the ground up.”

Generational Equity attributes its growth to executing on a strategy of providing premium mergers and acquisition services to a market segment underserved by the traditional providers. The M&A services market has traditionally been divided into two segments serviced by two types of providers. On the upper end, large Wall Street consultancies and law firms have provided services primarily to publically traded companies with valuations over \$100M. These services have carried a premium price tag. On the other end of the spectrum, regional business brokers, who range from independents to small firms, have targeted micro and small businesses with sell-side only commissioned based services. Yet, according to a Capital IQ study, 30% of the deals completed in 2008 took place with privately held businesses having valuations between \$10M to \$50M. This range fell right into a void that had been created by the traditional providers in the industry.

“We saw a tremendous opportunity to provide premium level services to a segment that the market had priced out of their reach,” said Ryan Binkley. “We made it our mission to bring Wall Street caliber personnel, experience, and services to Main Street.”

Based on feedback in the first half of 2009, Generational Equity has expanded its exit planning services to include strategic growth offering. They also plan to announce other business services in the final quarter of this year.

About *Inc.* Magazine

Founded in 1979 and acquired in 2005 by Mansueto Ventures LLC, *Inc.* (www.inc.com) is the only major business magazine dedicated exclusively to owners and managers of growing private companies that delivers real solutions for today’s innovative company builders. With a total paid circulation of 712,961, *Inc.* provides hands-on tools and market-tested strategies for managing people, finances, sales, marketing, and technology. Visit us online at Inc.com.

Methodology

Revenue growth from 2005 through 2008 is one of the criteria used as a measurement for a company to qualify for the 2009 Inc.500 list. For further consideration, companies must have been founded and generating revenue by the first week of 2005, and therefore able to show four full calendar years of sales. Additionally, they had to be U.S.-based, privately held, for profit, and independent—not subsidiaries or divisions of other companies—as of December 31, 2008. (Since then, a number of companies on the list have gone public or been acquired.) The minimum revenue required for 2005 is \$200,000; the minimum for 2008 is \$2 million.

About Generational Equity

Generational Equity is a leader in the North American mergers and acquisitions market providing advisory services to privately held and family-owned businesses for mergers, acquisitions, and strategic growth initiatives. Headquartered in Dallas, Generational Equity has over 200 professionals servicing businesses throughout the US and Canada with a level of experience and commitment that is unparalleled in the industry. For more information, contact Generational Equity at (877) 213-1792 or info-us@genequityco.com, or visit [Generational Equity’s](http://GenerationalEquity.com) online media room or visit www.genequityco.com.