

THE PROACTIONSM GROUP

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THE PROACTION GROUP ANNOUNCES EXCLUSIVE PARTNERSHIP WITH HUMAN RESOURCE CONSULTING GROUP

Enables private equity firms to maximize human capital and deliver superior investment returns

CHICAGO – August 6, 2007 – The ProAction Group (ProAction), an operating resource for private equity firms seeking to boost their investment returns, announced today an exclusive partnership with the Human Resource Consulting Group (HRCG). Through this partnership, ProAction will expand its offering to private equity companies with human capital management services which focus on the evaluation and development of executive talent.

“Our clients tell us that selecting the right management team is one of their most important success drivers,” said Jeff Temple, partner and cofounder of ProAction. “They have increasingly sought ProAction’s expertise in this area, during the acquisition process and in building successful portfolio companies. Our partnership with HRCG is a natural extension of our operating services. The combination of these services will further enhance the investment returns we deliver to our clients.”

ProAction has developed a strong track record of helping private equity firms achieve success in the areas of consumer products, manufacturing, distribution, and business services. ProAction conducts pre-investment assessments to help private equity firms refine valuations, compete in auctions, and avoid bad deals. Post-investment, ProAction helps build winning companies by implementing high-impact profit improvement initiatives.

“Evaluating management talent prior to acquisition is especially difficult. The process is tightly structured, access is controlled, and the executives are typically well-coached,” said Dr. Steven Julius, founder and CEO of HRCG. “Now, through our exclusive partnership, ProAction has expanded its pre-acquisition assessment services to specifically target management talent. We help clients gain insight into critical leadership issues before completing a deal. Collectively, we can provide a framework to organize initial impressions, conduct in-depth executive assessments and evaluate the company’s human resource infrastructure before a commitment is made.”

The first 100 days following an acquisition can set the pace for the success of the organization. ProAction and HRCG will work with clients to develop 100-day action plans which will outline the process for establishing communication channels, cultivating proactive human resource practices, offering coaching and ensuring business continuity for employees, customers and suppliers.

Other post-deal services from ProAction and HRCG include leadership development programs and HR strategies and processes.

About The ProAction Group

The ProAction Group is an operating resource for private equity firms seeking to boost investment returns. ProAction specializes in identifying and acting on opportunities in middle-market businesses. Pre-acquisition, ProAction quantifies risks and opportunities, helping clients refine valuations, avoid bad deals and prepare post-deal value creation plans. Post-acquisition, ProAction works with portfolio company management to execute high-impact revenue growth and profit improvement initiatives. Representative clients are private equity firms investing in consumer products, manufacturing, distribution, and business services sectors. ProAction employs its professional expertise and best practices in the areas of marketing, sales, manufacturing, supply chain, and human capital development to help build winning companies. The ProAction Group was founded in 1995 and is headquartered in Chicago. More information can be found at www.proactiongroup.com.

About Human Resource Consulting Group (HRCG)

Human Resource Consulting Group helps companies develop and leverage the value of their human capital through executive assessment, transition management, leadership development and human resource capability enhancement. HRCG is led by Dr. Steven Julius, a nationally recognized expert in human capital assessment and development. Dr. Julius has served as chief executive of two companies, and was head of global human resources for Bcom3, the holding company of Leo Burnett, Starcom and other assets. He currently helps corporations and professional sports teams evaluate, select and develop talent. HRCG has a staff of other experts, and a network of specialists available for specific client needs.

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