

Creating Value in Buy Side Transactions

January, 2010

2010 has the potential of being a great year as the economy continues to gain momentum. Key to this from an investment standpoint is making new platform investments that are well positioned to participate in the recovery. The issue is how to sort through the carnage and find that right opportunity!

Goodrich Capital has developed a unique new program by creating value in Buy Side Transactions.

Goodrich Capital leverages the in depth background of our principals to create a greater transaction value. The long-standing relationship we have with our sister company, a top tier executive search firm, provides Goodrich Capital with an extensive contact base of Fortune 1000 companies. These strategic affiliations enable the representatives of Goodrich Capital to gain greater market access and sector expertise. Goodrich Capital identifies and qualifies transaction opportunities for additional add on elements that can be key to optimizing the investment return.

Goodrich Capital's Buy Side Program is proprietary and dedicated to a particular sector of interest of a sponsor. It typically involves a three phase approach.

- Phase 1- Establish Investment Focus
- Phase 2- Develop Business Strategy
- Phase 3- Complete Transaction

Post Transaction: Assume Board or advisory role as desired to provide strategic and financial planning continuity.

About Goodrich Capital LLC

<http://www.goodcap.com>

Goodrich Capital LLC is an International Corporate Financial Advisory focused on middle market companies with revenues of \$25M to \$250M . As former business managers, the principals of Goodrich Capital are able to quickly assess the strategic significance of a business and in turn move a company towards a liquidity event where the inherent value of a business can command the greatest value. The firm has strong sector expertise in the building industry, consumer products, health care, "green" products and technologies, and manufacturing. Goodrich Capital is the U.S. partner of euroMerger, a fourteen country consortium of M&A firms facilitating international market access.

Goodrich Capital
52 Vanderbilt Avenue, Suite 501
New York, NY 10017-3848
www.goodcap.com