



ANALYZE. ACCELERATE. ACHIEVE.

FOR IMMEDIATE RELEASE

June 9, 2008

TAG – The Company and a Concept

*A New Model in Outsourcing for Helping Companies and Individuals
on the Move with Customized Accounting Services and Counsel*

The Company

TAG, an employee-owned company, provides a proprietary and unparalleled array of customized, effective and trusted accounting services, business resources and counsel to help entrepreneurial companies and high-net worth individuals with complex needs achieve their business and financial goals.

Based in San Diego and serving clients throughout Southern California, TAG has assembled some of the most skilled talent in the region to serve companies at every stage in their growth and evolution. Its staff includes industry experts and professionals -- from staff accountants to CFO's -- who specialize in providing experienced counsel and services to even the most complex situations.

TAG rebranded itself after creating its new model for providing outsourced accounting and financial consulting to clients in Southern California. Through its proprietary systems, the firm becomes a highly-productive and responsive extension of the internal operation of every client it serves, ensuring timely, dependable and cost-effective results. It is also a certified value-added reseller of SAGE software.

Two compelling attributes of TAG's model and culture also set it apart from its competitors: commitment and consistency. As an employee-owned company, TAG exhibits an unmatched commitment to the long term success of every client it serves; it aspires to be a true partner in client growth.

For consistency, the firm has a track record of excellent staff retention and client longevity. It has enjoyed long-term and valued relationships with some of the top companies in Southern California, particularly those in the financial services, trust accounting, technology, professional

services, manufacturing and the building industries. Some relationships go back to the founding of the company in 1996.

Mission

TAG's mission is to provide an unparalleled array of customized, effective and trusted accounting services and software to help entrepreneurial companies and high-net worth individuals with complex needs achieve their business and financial goals.

Vision

To be the premier accounting and financial consulting resource in Southern California, viewed as an expert and trusted advisor in all of the industries we serve and committed to the enrichment of all of our key stakeholders, both clients and employees.

TAG Practice Areas – Analyze, Accelerate, Achieve

Outsourced Accounting and Financial Consulting

TAG supports traditional accounting departments, growing organizations that need added expertise but aren't quite ready for a full-time controller or CFO and organizations requiring outside financial and accounting expertise when complex needs arise. Using its fast-start approach to analyze, accelerate and achieve, the firm can quickly offer a scalable and flexible combination of full-time staff and accounting/financial consulting so that clients can focus on the core of their business. Its dedicated team of employee-owners, who range in experience from staff accountants to CFO's, can be selected to act as an extension of their client's companies to ensure that each client's needs are met.

Software Consulting and Implementation Services

TAG understands that in today's technology driven business world, accounting and software are intrinsically intertwined. From consulting, to implementation, to training, TAG's team of experienced advisors work to improve the efficiency and reporting capabilities for our clients through technology. With more than 75 years of combined experience, TAG's consultants excel in everything from Quickbooks to complex multi-user ERP systems. TAG is also a SAGE Authorized Business Partner.

Family CFO

By applying a controller-level's financial insight to managing personal finances, TAG excels at high-net-worth accounting and financial consulting. The firm aims to simplify its client's lives through a Personal Financial Concierge program that offers a comprehensive platform of services including: vendor management, timely bill payment, banking and credit management, overseeing charitable investments and performance measurement. With the goal of ensuring each

client’s peace of mind, TAG is organized to be a responsive resource, providing dependable and consistent results.

Company History

TAG, was founded in 1996 by Robert J. Scherer. As a former CFO, Scherer understood the financial challenges organizations encounter in growth industries and rapidly changing marketplaces. He saw the need for an accounting and software consultancy that provided a full range of financial options for entrepreneurial businesses in Southern California. Scherer began developing customized systems and proprietary approaches to better serve his clients. As the approach was proven and the firm grew, he began recruiting skilled practitioners to fit into his new model of customized counsel and services. In early 2008, the firm rebranded and began taking the model into new areas of Southern California. TAG currently has more than 30 employee-owners on staff and is currently recruiting talent for its new offices.

Locations

Corporate Headquarters

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La Jolla Office

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Ph: 858.000.000

Web site

www.teamtag.net

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TAG – The Management Team

*Providing Valued Financial and Business Resources and Counsel
for Companies on the Move*

Founded in 1996, TAG, an employee-owned company, provides a proprietary and unparalleled array of customized, effective and trusted accounting services and software to help entrepreneurial companies and high-net worth individuals with complex needs achieve their business and financial goals.

TAG has assembled some of the most skilled talent in the region to help companies at every stage in their growth and evolution. Its staff includes industry experts and professionals from staff accountants to CFO's who specialize in providing experienced counsel and services to even the most complex situations. TAG is being led by a management team with unequalled experience and expertise. The team includes:

Robert Scherer, *President*

Scherer, president and founder of TAG, has more than 20 years of business and financial experience planning and managing complex programs for clients in a variety of different industries. He has worked with companies with annual revenues ranging from \$1 million to over \$100 million. As a former CFO, Scherer understands the financial challenges organizations encounter in an evolving marketplace and is able to help clients accelerate their business performance and separate themselves from the competition.

In his capacity as president, Scherer provides oversight and supervision of all accounting practices, procedures and operations for the firm. His additional responsibilities include developing new client relationships, managing existing customers and guiding TAG's involvement in the communities it serves. Scherer is dedicated to creating a results-driven culture that helps fulfill TAG's commitment to both its clients and employees.

Prior to founding TAG, Scherer was the CFO for one of the largest reinforcing steel contractors in California. Scherer is also a former president and board member of the Construction Financial Management Association. His expertise in the building and development industry has resulted in over 50 national and local speaking engagements.

Scherer graduated from the University of Central Florida with a Bachelor of Science in Business Administration with an emphasis in Finance and a minor in International Business. He holds a

Master of Business Administration with a concentration in International Business from San Diego State University. He resides with his wife and three children in Ocean Beach, CA.

Steve Bond, *Executive Vice President*

As Executive Vice President of TAG, Steve Bond is responsible for guiding the company's overall growth strategies in Southern California through market development, strategic alliances, mergers and acquisitions. Steve also oversees the sales and marketing efforts for TAG's outsourced accounting and financial consulting services, working closely with Scherer on corporate strategy and planning.

Bond joined TAG in 2006 as the Managing Director of Next Stage Software, one of TAG's subsidiaries, where he was responsible for strategy and operations. Under his leadership, Next Stage grew rapidly to become one of the top accounting and operations software VARs in San Diego. He facilitated an internal merger with TAG in late 2007 as part of the company's evolution into an employee-owned company.

Previously, Bond served as a consultant at Administaff, where he oversaw business development and client relations. He also served as the Vice President of Business Development for PeakCare, Inc. where he was responsible for strategic alliances and developing overall sales strategy.

Bond graduated summa cum laude with a Bachelor of Science degree in Business Administration, Finance from San Diego State University. A resident of the Crown Point area, Bond participates in a number of local organizations including San Diego Rotary Club 33, MIT Forum and is the past president of the San Diego State University Business Alumni Network.

Anneke Stender, *Vice President, Family CFO Practice*

Anneke Stender oversees all aspects of TAG's Family CFO practice. She is also responsible for managing the staff accountants who serve clients of the division, which provides personalized approach to simplify the finances of high net worth individuals. Additionally, Stender focuses on developing new business and is actively involved in networking organizations such as the Estate Planning Council of San Diego, La Jolla Probate, Pinnacle and Athena.

Stender joined TAG in 2003 as a controller, oversaw the operations of the internal accounting department and directed all financial activities of the corporation. She specialized in working with high net-worth individuals and trusts. Stender also consulted and managed other companies' accounting and finance functions on a controller level.

Stender has over ten years of experience in the financial and accounting industry. Prior to joining TAG, she worked for CFO Strategies providing accounting support to companies in various industries as well as assisted in business development. Stender held the position of accounting manager of the accounting outsource department at Nation Smith Hermes Diamond

(now CBIZ). While attending college, she also worked in the Private Client Group of Merrill Lynch and Salomon Smith Barney.

Born and raised in Germany, Stender graduated Summa Cum Laude from San Diego State University with a Bachelor of Science degree in Business Administration/Finance. Stender is a member of the honor society of Beta Gamma Sigma and the SDSU Business Alumni Association, and is actively involved in the non-for-profit organization Just in Time for Foster Youth. She is a resident of San Diego.

Peter O’Sullivan, *Executive Vice President, Strategy and Operations*

Peter O’Sullivan’s career as a business innovator spans more than 20 years. He joined TAG in 2008 as part of the acquisition of Simple Business LLC, a strategic and operational consulting firm. He was the founder and principal of the firm which aligned IT systems and process with company strategies.

As executive vice president, strategy and operations for TAG, O’Sullivan reports directly to the President and works at all levels to execute company strategies.

Prior to founding Simple Business LLC, O’Sullivan served as the vice president of marketing and operations at TruCost Food Systems where he was a key member of the senior management team. He has also held a number of strategic operating positions including vice president and general manager at the Interactive Media Division of High Technology Solutions and as product director at Pacific Bell Video Services. Early in his career he was a sales engineer at General Electric.

He holds a Bachelor of Arts in Economics from UCLA and a Masters in Business Administration from Santa Clara University. O’Sullivan has completed courses in financial auditing and Sarbanes-Oxley at the University of California, San Diego as well as Six Sigma Leadership and Lean Six Sigma from Pepperdine’s School of Business. He is an active member of the Corporate Directors Forum, San Diego Venture Group and Vistage. Outside of his work life, O’Sullivan is an instrument-rated and acrobatic private pilot, and enjoys spending time with his wife and two children.

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High Praise from Clients for
TAG

Testimonials Cite Efficiency, Potential, Technological Advantage

Hollencrest Capital

Hollencrest Capital grew from a startup to becoming one of the premier wealth management firms in Orange County in just 9 years. It has over \$510 million under management and serves high net worth investors and private business owners across the country.

But the firm had outgrown its internal resources. Its fulltime controller managed payables and receivables and pulled together the numbers necessary for their required reporting to the SEC and FINRA. While these reports fulfilled the mandatory requirements, management was unable to get an accurate scorecard of the company's financial performance. Hollencrest Capital Management needed the insight of a CFO but the firm didn't have the workload to keep a fulltime employee occupied. Hollencrest Capital turned to TAG.

Using its proprietary approach developed over years of experience, TAG integrated seamlessly into the company. Hollencrest Capital viewed TAG as a virtual CFO and found immediate benefit from their counseling and knowledge. TAG streamlined all of company's financial processes and with the help of the TAG's reporting tools, Hollencrest Capital could generate an accurate financial snapshot whenever needed. With the guidance of TAG, the management team was able to track trends, predict future courses of action and adjust accordingly in the upcoming quarters.

“We wanted a reporting system that was simple and straightforward and TAG customized a system that made it easy for us,” said Peter Pellizzon, managing director of Hollencrest Capital. “The beauty of having someone at a CFO level on an external basis is that they can analyze from a different vantage point and give advice objectively. At this important juncture in our business, TAG provided exactly what was needed to meet our financial reporting and forecasting needs.”

After TAG streamlined Hollencrest Capital's finances, the management team was able to concentrate on acquiring more assets instead of worrying about how the company was faring financially. In 2006 Hollencrest Capital had \$264 million in managed assets. By the beginning of

2008 the company had almost doubled its managed assets to \$510 million as they were able to focus on marketing to high net worth individuals.

“After TAG stepped in, our stress level dropped dramatically,” said Pellizzon. “My partners and I used to find it difficult to determine where we stood on our company’s financials on a day to day basis. Now because of TAG, we know where we are at all times and, more importantly, have the time and freedom to decide where we want to go.”

Global Building Group

TAG has been a true partner to Global Building Group (GBG), providing the company with strategic guidance and counsel since its founding in 2006. As a startup in the real-estate development, investment and property management industry, GBG didn’t feel it required full-time accounting staff, so it hired TAG on day one.

Due to the nature of its business, a large majority of the company’s accounting is project related and directly correlated to the number of developments currently being managed. The company did not want to have a roller coaster employment scenario, where the staffing went up and down based on the ebb and flow of the business. GBG knew they didn’t have the resources to hire someone full time but still wanted the financial expertise of a CFO to help guide their company.

GBG also wanted a software solution that would give them a total view of their operation and a better ability to manage on a daily basis. TAG, a SAGE Business Partner, implemented Timberline software and helped train GBG’s staff to use the software. TAG’s staff of experts ensured that the software was easy to use, intuitive and customized to GBG’s needs.

“TAG helped us create and organize all of our accounting and financial systems from the beginning and also provided us with the flexibility to have someone work on our accounting who understood our business and could adjust based on our project load,” said Tucker Lewis, president, GBG. “TAG helped us implement the appropriate systems and process to ensure that our financial reporting was organized and accurate which was the foundation for growing our company.”

TAG’s scalable and flexible process helped GBG successfully manage its business. As GBG grew, TAG became a true extension of its internal operations. Depending on the project and the skill set required, TAG provided talent ranging from staff accountants to CFOs. With TAG working on both the accounting and software solution GBG was ensured consistency across the company.

“TAG provides us with the direction and dependability we need to successfully manage our company,” said Lewis.

Pinecrest Mills

Pinecrest Mills is a manufacturing and distribution company that manufactures custom woven towels for high-end and boutique retail shops. Over more than 20 years in business, Pinecrest Mills grew from a small back-yard shop to an international industry leader, distributing on three continents.

With its rapid expansion, Pinecrest Mills found itself in an inconsistent and overwhelming accounting situation as it tried to juggle its factory work in Mexico and its billing activities in the United States. Pinecrest Mills needed to organize in new ways, create a more efficient accounting process, produce more timely and valuable reports, and provide its president, Greg Barry, with the data and tools that enabled him to concentrate on other critical areas of the business. Pinecrest Mills turned to TAG to set it on the right track based on its proprietary processes and record of long-term commitment to its clients. TAG's willingness to delve into deep accounting related areas, including those that are not on its typical repertoire, helped Barry to make educated decisions in all aspects of Pinecrest Mill's accounting.

Outsourcing with TAG allowed Pinecrest Mills to truly walk away from the stresses and responsibilities of accounting, while also relying on TAG management's wealth of knowledge about day to day operations and future planning.

“The greatest value TAG had for us was the ability to clear the fog out of the accounting process for those of us who are not suited for accounting,” said Barry. “I am great with numbers, but for whatever reason, I find accounting stressful. TAG was able to take over our accounting activities without my involvement.”

Pinecrest Mills has been working with TAG for three years and is pleased with the continuity and services. In past experiences, Pinecrest Mills has contracted out to individuals which ultimately failed due to the demand of high participation on Barry's part. TAG's ability to relieve accounting responsibility and increase efficiency has created a positive and mutually beneficial relationship for both TAG and Pinecrest Mills.

AntiCancer

Founded in 1984, AntiCancer is one of the oldest independent biotechnology companies in the booming San Diego cluster. The private cancer research and development company began with just five part-time employees and has since grown tremendously in technology, product development and commercialization.

In 2003 Anticancer had one full-time bookkeeper handling basic accounting. It was growing rapidly and tried using outside accounting firms, but was dissatisfied. TAG was retained and the team got up to speed almost instantly. TAG immediately updated AntiCancer's accounting and financial systems and provided them with customized tools to view their financial information in a manner that empowered the company to make informed business decisions.

“TAG helped us update and enhance our financial and accounting systems in short order; they are a true resource and provided us with the tools to effectively manage this process on an ongoing basis,” said Delma Schiltz of Anticancer. “TAG helps us keep our financial house in order and provides support whenever we need them.”

The long term relationship between AntiCancer and TAG is based on trust and dependability. TAG works with the company’s internal accounting department by providing the additional resources and CFO level leadership when necessary. It prepares financial statements and month end reports and analysis, TAG’s team of skilled professionals ensures that AntiCancer has the necessary support to operate effectively and efficiently.

“TAG is always there for us when we need them,” said Schiltz. “The guidance and personal level of service they provide is unparalleled.”

Pacific Southwest Structures

Pacific Southwest Structures, Inc. (PSWSI), has been a leader in structural and concrete construction in both the private and public sectors since 1995. In 2000, due to rapid expansion, PSWSI found itself in need of more sophisticated financial statements than its internal accounting personnel could provide. Dan Fitzgerald, CEO, was introduced to TAG, and developed a trusting relationship right away.

TAG management’s experience in the construction industry and its proprietary reporting systems made TAG’s virtual CFO services extremely helpful and necessary during rapid expansion.

“Coming from a construction background, TAG had a strong sense of what we needed,” said Fitzgerald. “The people are accessible and we are able to make educated decisions based on TAG’s counsel.”

TAG’s proprietary approach allowed it to implement systems at PSWSI that not only impacted the accounting department, but added continuity throughout the entire office. Once the accounting department was able to streamline procedures with TAG’s guidance, the company as an organization began to run more smoothly and make better informed financial decisions. PSWSI has been working with TAG for eight years, and continues to do so today.

Holiday Foliage

As a manufacturer of artificial Christmas decor and metal fixtures, the seasonal nature of Holiday Foliage made it a perfect match for TAG’s services. In the peak production portion of the year, which runs from June through December, Holiday Foliage has over 500 employees. The number drops by half during the off season.

As a result, Holiday Foliage did not require full-time accounting staff. Prior to partnering with TAG, the company had a CPA who kept the books on a weekly basis but was not providing the financial management and guidance that the company needed.

“Our company had been growing steadily for the past few years and we didn’t realize how much we needed to update the accounting side of our business until we hired TAG,” said Kristine VanZutphen, president, Holiday Foliage. “TAG streamlined our finances and accounting, enabling me to concentrate on the other aspects of the business without worry.”

Through their proprietary systems, TAG became a responsive extension of Holliday Foliage ensuring timely, dependable and cost-effective services. During the busy production season, TAG provided the company with labor flexibility and the reporting tools to improve decision making.

“TAG’s team has such a wealth of information and knowledge in their field,” said VanZutphen. “The results of TAG’s work from the systems and process they set up and help to maintain are truly valuable to our business.”

Howard-Sneed Architecture and Design

Originally founded in 1983 as J. Howard & Associated Inc., Howard-Sneed Architecture and Design is one of San Diego’s most successful and longest running interior Architecture Firms. As a privately held, woman-owned business, Howard-Sneed provides a wide array of services from Interior Architecture to Asset Repositioning.

Howard-Sneed had employed an in-house controller for 20 years prior to hiring TAG.

“Since we were small company, our previous controller dealt not only with our business related accounting but also our personal financial information on an as needed basis,” stated Janice Howard, HSAD’s President. “We decided it would be more cost effective and efficient to outsource the accounting and financial side of the business. We also liked the idea of outsourcing our accounting to ensure that our finances were kept confidential by an experienced professional firm.”

TAG has saved Howard-Sneed substantial costs each month by taking control of all its accounting needs in a more cost-effective approach than was possible by performing the functions in-house. TAG provides the partners with accurate, timely and confidential financial reports to manage their business. Most importantly, the partners are able to focus on their business, armed with meaningful financial information to ensure they make the right decisions.

“TAG’s employees are confident, professional and responsive,” says Howard. “I always get the information I need and my questions answered immediately. They truly are a great resource and have been a real partner in the growth and success of our business.”

Family CFO

As a young professional in her late thirties, this high-net-worth executive at a San Diego based advertising company was tired of worrying about her finances. Trying to balance her high powered career, family and finances was starting to put a strain on her personal life. She wanted to spend her free time with her family and friends, not paying her bills and stressing about her banking.

She initially hired TAG to provide accounting and financial management services related to a large inheritance, applying a controller-level's financial insight to managing the family's personal wealth. TAG quickly simplified her financial life and came to the rescue with bill pay and vendor management services. The program included providing weekly checking account reconciliation, budget analysis, monthly cash flow reports and quarterly personal financial statements so the mother of one could adjust her spending accordingly. TAG also provided needed and timely information to the client's various financial advisors and attorneys.

“TAG provided me and my family with complete financial peace of mind,” said the advertising executive. “My credit scores have risen substantially since we hired TAG two years ago and they have really helped to simplify my life. Their personal level of service and responsiveness is unmatched, even responding on short notice and on weekends when we needed help with a credit card or banking issue. I know I can depend on TAG to keep my finances in order.”

TAG's team approach brings consistency, accuracy and stress-reduction to their high-net-worth clients. The team of skilled professionals strives to provide clients with the confidential services and reporting they need to maintain financial peace of mind.

Contacts:

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