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OUTLOOK

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Special Advertising Section

Capital Alliance Corporation

Turning Privately-Held Companies Into Cash



Key advisors at Capital Alliance with Edward J. Dawson, chairman and president, fourth from the left in the front row.

Sooner or later, every shareholder of a privately-held company wants to cash out. In most cases, the goal is to find a well-matched acquirer who will offer the best price. Hitting or exceeding the target price requires a broad base of qualified prospects and a process that creates competition among prospects. The support of a trusted advisor is vital in obtaining the desired results while allowing active shareholders to stay focused on operating their business. Capital Alliance of Dallas has been helping selling shareholders achieve their goals for over 30 years.

"We are very systems-oriented in the way we approach the process," explains Chairman Ed Dawson. "Most of our competitors focus on the financial aspects of the transaction. We have financial backgrounds, too, but we come about it from an operational standpoint. We understand operational complexities and fits. That gives us the ability to bring the right buyer to the table, not just somebody who has money."

Capital Alliance advisors maximize the offers tendered for a company by creating competition, but not using classic auction methods. Instead, the firm sets up a "confidential auction" environment that encourages buyers to improve their offers.

By focusing on sell-side services, Capital Alliance is highly effective in getting superior results for private shareholders through insightful negotiating and by applying its Value Enhancement Program:

- **Knowing Where to Look** – Capital Alliance advisors draw upon four primary sources of potential acquirers: extensive personal contacts, an internal proprietary database of over 8,000 acquirers, databases with hundreds of thousands of worldwide public and private companies, and a global reach through the firm's 20-year membership in M&A International™ Inc., the world's leading alliance of merger and acquisition firms. In the most recent year, M&A International firms closed 290 deals worth over \$17 billion, including 88 cross-border transactions.

- **Confidentiality Preserved / Best Fits Identified** – The most effective way to find an acquirer is to present the opportunity to a number of well-matched prospects. Doing this in a way that preserves client confidentiality is tricky. It is a skill that has taken Capital Alliance years to master. Elaborate, overlapping procedures guard against disclosure to competitors, customers, vendors and employees.

- **Targeted Industries** – The Capital Alliance formula works across industry boundaries, including technology, energy, business services, contracting and manufacturing. The firm's advisors have in-depth operational experience and speak the language of selling shareholders.

The result is a track record of over 160 closings in more than 40 states and many foreign countries, making Capital Alliance a top performer in North America and among the members of M&A International.

"We believe our Value Enhancement Program is the best process in the industry," Dawson says. "The top consideration in every engagement is trust. People engage with us because they have faith in our competence and in our commitment to give them honest and trustworthy assessments throughout the process."

For more information, call Ed Dawson at 214.638.8280 or visit www.cadallas.com.



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The world's leading M&A alliance
40 firms in 36 countries with
over 350 professionals



Key Industries Served:

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