



2010 B2B CFO® Annual Client Survey Results from 469 clients

100% of the clients surveyed were privately held companies, typically with one to three owners.

	2009	2010 Projected	Increase
Total client sales (billions)	\$3.4	\$4.1	21%
Total employees	16,896	19,943	18%
Average sales (millions)	\$7.4	\$8.8	19%
Average number of employees	36	43	19%

The primary concerns for 2010 of the CEOs interviewed:

	Percent		Percent
Cash	36%	Costs	3%
Growth	16%	Refinancing Debt	3%
The economy	14%	Exit Strategy	2%
Profits	9%	Hiring	1%
Process	5%	Regulatory	1%
Securing New Credit	4%	Training	1%
Price Pressure	4%	Other (Competition, Acquisition, Insurance)	1%
		Total	100%

UNCERTAINTY OF FUTURE LABOR COSTS PUTS STRAIN ON SMALL AND MID-SIZE BUSINESSES AND LEADS TO INCREASED EMPLOYEE PRODUCTIVITY ACCORDING TO NEW SURVEY

B2B CFO's Annual Survey Polls Nearly 500 Small and Mid-Size Businesses across the U.S.

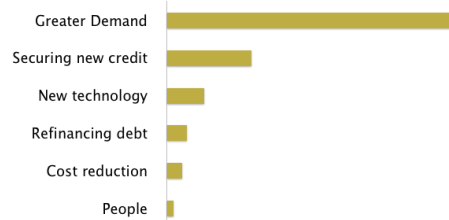
Small and mid-size businesses are expecting to see a spike in employee productivity this year, according to a survey released in March 2010 by B2B CFO®. B2B CFO is the nation's largest CFO services firm dedicated exclusively to working with small and mid-market businesses.

While access to cash, maintaining profitability and sustainable business growth were the top three concerns expressed by business owners, uncertainty of future labor costs was the main cause keeping job creation to a minimum. Business owners who are planning to grow are accomplishing more work with reduced or unchanged workforce, which appears to be the norm in the current economic climate.

"Business owners are facing tough choices," said Jerry L. Mills, Founder and CEO of B2B CFO. "To keep their companies growing, most are working harder and longer than ever and expecting the same dedication from their teams. It's only natural for employee productivity to increase in times like these. The uncertain future labor costs are resulting in business owners leveraging creative ideas and implementing new strategies to maintain momentum and growth without adding staff."

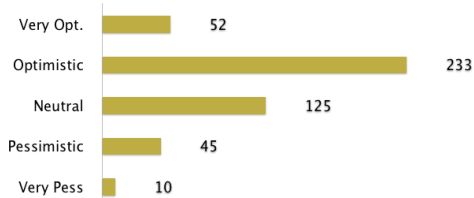
BUSINESS OPPORTUNITIES FOR 2010

Drivers of Improvement



17

Level of Optimism



18

Creative Ideas

- Hiring talent from dying competition
- Commissioned only sales
- Office/warehouse space sharing
- Sub-contracting
- Lease negotiations and downsizing

19

The survey results show an increase in employee productivity from \$204 in 2009 to \$206 in 2010. The survey results from the 469 companies also show that:

- Key drivers needed for improvement were: increased demand, securing new credit, and leveraging new technology
- However 61% of the companies polled are optimistic about the economy improving
- Many are implementing new strategies to leverage the economic downturn such as hiring talent from dying competition, commissioned only sales, sub-contracting, entering lease negotiations and downsizing.

B2B CFO® is a national firm that provides CFO and consulting services to companies. It serves owners of emerging and mid-market companies with revenues up to \$75 million who want to increase cash, profitability, sales and company value. Each of the firm's partners average 25 years of experience. Each partner is supported by more than 4,000 years of collective CFO experience and national partnership resources. Resources include the latest technical software available for client services. Resources also include our banking and lending relationships.

The firm's Founder & CEO, Jerry L. Mills, CPA, is the author of "*The Danger Zone, Lost in the Growth Transition*" and "*Avoiding The Danger Zone, Business Illusions*" – non-fiction business books aimed at entrepreneurs. Both books are available for purchase at www.dangerzonebook.com. Mr. Mills is also the author of a new product, *Finding The Exit™* – a tool taught by the partners of the firm to help CEOs with successful exit strategies.