

**PRESS RELEASE
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**HighPoint Associates Announces Addition of New Senior Team Member
to Lead the Central US Region**

Los Angeles, CA (September 6, 2011) HighPoint Associates (HPA) – a strategic advisory services firm with over 500 professionals – continues its pattern of record growth by naming Peter Balbus as Principal to lead central US regional operations. In this role, Mr. Balbus will be concentrating on new client development and expansion, with an emphasis on industrial, manufacturing and technology-driven products and components companies. Mr. Balbus will divide his time between HPA's Chicago office and its newly-opened Dallas office.

Mr. Balbus, who had led his own consulting practice prior to joining HPA, explained why he made the move. "I saw in HPA a 21st century consulting enterprise with outstanding resources and commitment to quality that will enable me to offer clients world-class seasoned expertise with unprecedented flexibility at highly competitive rates. In today's unpredictable business climate, companies are looking for a real alternative to expensive and inflexible traditional firms whose services are generally delivered through bright but inexperienced associates. HPA's unique ability to provide exactly the right senior resources and rapidly increase or reduce our support levels to match client needs leaves these traditional firms far behind. Unlike the competition, there are no junior associates at HPA."

Mr. Balbus brings to HPA over 25 years of strategic business and innovation management consulting experience, helping client organizations define solutions to their critical challenges and achieve superior business growth and performance. Prior to joining HPA, Mr. Balbus was the founder & Managing Director of Pragmaxis LLC, an executive advisory and support services company. Mr. Balbus has also held interim executive roles and senior practice management positions with Booz Allen & Hamilton, CSC Index and KPMG.

For HPA's Managing Director, Sumeet Goel, having Mr. Balbus join HPA as its newest Principal means great things for clients and prospects alike. "With Peter on board, we have gained a tremendous resource." Mr. Goel continues, "Peter's expertise in establishing client rapport and understanding client needs encompasses over 100 client companies and he has personally led more than 250 engagements during his career. Peter brings with him over two decades of proven leadership experience that spans a very broad range of diverse industries. We are thrilled he has joined the team and we are looking forward to his driving significant growth for us."

Richard Berger, an HPA Principal based in New York, echoed the sentiment. "When I joined

the firm, we were looking to increase our presence on both coasts. As our business has rapidly expanded over the past two years, it became increasingly clear that we needed additional senior leadership in other geographies as well, especially in the industrial heartland of the US.”

About HighPoint Associates, LLC

Founded in 2002, HPA has gained a solid record for providing clients with exceptional advisory, consulting and interim executive resources at competitive rates to meet their most important business challenges. Drawing from its network of over 500 individually interviewed, verified and selected consultants, HPA is able to precisely match the right individual or team of consultants to the specific skills, experience and interaction style demanded by each unique client situation. While HPA has worked successfully with clients ranging from new venture start-ups all way up to Fortune 500 corporations, our business model works particularly well with growth-oriented mid-sized companies and divisions of Global 1000 corporations.

HPA offers clients an unrivalled level of personal attention and outstanding capabilities. The firm's principals have strong academic credentials and client services management experience gained at top strategy firms including McKinsey & Company, Booz-Allen & Hamilton and Katzenbach Partners. HPA's network of over 500 highly skilled and experienced consultants offers expertise across all critical business disciplines and all major industry segments. Many completed successful careers as senior practitioners and principals with top-tier consulting firms before taking on senior management and executive roles in industry. While HPA consultants generally offer more than 15 years of business experience, many have 25 or more years of invaluable advisory skills and hands-on senior management know-how.

HPA has offices in Los Angeles, Chicago, New York and Dallas.

To learn more about HighPoint Associates, call 310-616-0100 or visit them at www.highpoint-associates.com.

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