



FOR IMMEDIATE RELEASE

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Bridgepoint Consulting Names New CFO Consultant

Austin, Texas, August 25, 2011 – Bridgepoint Consulting, LLC, a leading Austin-based professional services and consulting firm, has named Ken Bartley as CFO Consultant. Ken brings to Bridgepoint a proven track record with venture-backed companies in both high growth and turnaround situations. He's a four time CFO achieving successful liquidity events, maximizing revenue growth and leading equity and debt funding transactions totaling more than \$80 million. Ken will primarily serve the needs of early-stage, venture-backed technology companies that are undergoing significant change.. Bob Smith, Principal for Bridgepoint Consulting said "This is a very exciting time for our firm. With increasing competitive and economic challenges, our clients are under tremendous pressure to drive strategic, lean and effective organizations. Ken's extensive experience in managing through dynamic situations, good and bad, compliments our capabilities to provide significant value to the entrepreneurial client community that makes up a significant part of our business. We're thrilled to have him on the team."

Ken has more than 25 years of experience in finance, operations, and administration in the high-tech industry. He began his professional career serving our Country in the U.S. Air Force and transitioned to the private sector holding positions of increasing responsibility with two Fortune rated companies, Texas Instruments and Convex Computer Corp. (acquired by HP). He subsequently transitioned to the early-stage venture-backed companies and served as Chief Financial Officer for Evolutionary Technologies, Digital Archaeology, GlobeRanger and Hyperformix.

"I am very excited about assisting entrepreneurial CEOs build quality companies. Often the CEOs do not have strong financial backgrounds and filling this void is crucial to attracting investors and building sustainable and growing companies" said Ken Bartley.

In addition to CFO Services, Bridgepoint Consulting provides Financial Operations & Reporting; Governance, Risk Management and Compliance; Business Turnaround and Restructuring expertise; Recruiting and Permanent Placement; and strategic IT services.

Bridgepoint Consulting's clients represent emerging, mid-market and larger organizations across Texas in diverse industries, including technology, construction, public sector, manufacturing, health care, logistics, energy, retail and financial services.

About Bridgepoint Consulting LLC

Transforming companies to achieve success, Bridgepoint Consulting is a leading Texas-based professional services and consulting firm. To bridge gaps and accelerate growth, the firm offers on-demand, experienced professionals and strategic services. Bridgepoint Consulting provides expertise in finance, compliance, IT, transactions and restructuring.

Serving Central Texas for over a decade, Bridgepoint Consulting has more than 60 professionals and has worked with 200 clients in the past 24 months. The firm's growth and success is a result of its high-caliber professionals and disciplined highly-responsive approach to addressing its clients' objectives.

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