



Group Lamerica, L.L.C.
Delivering Results in Latin America

ProOperate and Group Lamerica to Collaborate on Latin American Opportunities

FOR IMMEDIATE RELEASE

DALLAS, TX, May 6, 2010

ProOperate and Group Lamerica, two Dallas-based professional consultative and operational service firms, today announced they have entered into a Joint Marketing Agreement designed to promote and enhance the collective service offerings of both firms with respect to Latin American business opportunities. The new arrangement is effective immediately. Both firms are aggressively moving forward with their mutual business development and collaborative marketing activities which are expected to lead to joint client engagements in the US and Latin America.

"Our firm assists companies with revenue growth, enhanced cash flows, and increased profitability," said Steve Crane, ProOperate Managing Partner. "We absolutely believe expansion into, and business opportunities derived from, Latin America are viable strategies for many companies. We can think of no better business partner than Group Lamerica in this regard. They fully understand the unique market dynamics and cultural business differences throughout the region, and have a long and successful history of transcending those differences, to create strategic value for both US- and Latin America-based companies."

In commenting on the new relationship with ProOperate, Javier Mazon, Group Lamerica's President and Managing Director, stated, "In assisting clients to strategically expand into Latin America, whether by organic growth or merger/acquisition, ProOperate greatly expands the business and operational services we can offer clients. The strengths and services offerings of our companies are uniquely synergistic. ProOperate's C-suite executive depth and experience represents an impressive intellectual capital model for delivering on operational and strategic transaction client needs. Through our relationship with ProOperate, we are very excited to be an important part of that capital."

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About ProOperate, L.L.C. ProOperate is a professional operations management firm committed to providing organizations with the skills of proven executive managers to manage a critical period of transition, growth or change. It's principals are seasoned executives having served as successful CEO's, COO's, CFO's, CIO's, and more in a broad array of industries and from a diverse number of business disciplines. Among other practice segments, the firm provides professional operational and financial due diligence for acquisition transactions, and turnkey business combination services for

small to lower-middle market companies. Additional information can be found at www.ProOperate.com.

About Group Lamerica, L.L.C. Group Lamerica is a leading provider of professional consultative, business development and operational services for clients seeking to strategically expand their business by capitalizing on market and trade opportunities in Latin America, and similarly for Latin American companies looking to expand into the U.S. market. Based in Dallas, Texas, Group Lamerica's expertise is grounded in thirty plus years doing business in Latin America, in-depth knowledge of local cultures and markets, and extensive personal relationships throughout the region. Additional information can be found at www.grouplamerica.com.

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