

Group Lamerica, L.L.C.  
James Butterworth, Senior Director  
602.793.0350 [jbutter@grouplamerica.com](mailto:jbutter@grouplamerica.com)

ProOperate, L.L.C.  
Steve Crane, Managing Director  
949.677.9059 [Steve.Crane@ProOperate.com](mailto:Steve.Crane@ProOperate.com)

## **Group Lamerica Establishes New Joint Marketing Agreement**

### *Agreement with ProOperate Will Focus on Joint Latin American Business Opportunities*

**Dallas, Texas – For Immediate Release** Group Lamerica has established a Joint Marketing Agreement with ProOperate, L.L.C. for the purpose of marketing the collective service offerings of both companies, particularly with respect to merger and acquisition transactions involving companies in Latin American and the US.

Given the growing business and trade opportunities throughout the Americas and Mexico, strategic expansion by US companies into Latin American, and Latin American companies into the US is on the increase. For companies considering such growth initiatives, organic growth or forming a joint venture or pursuing a merger/acquisition are viable strategic choices. According to Steve Crane, ProOperate's Managing Partner, "Our agreement with Group Lamerica enables the two companies to leverage their respective strengths and professional consulting and operational services to deliver on these strategic client initiatives and needs."

In announcing the new agreement, Javier Mazon, Group Lamerica's President and Managing Director stated, "We are very excited about our relationship with ProOperate. The Joint Marketing Agreement greatly expands the services and value we collectively can offer clients, particularly for acquisition and business combination transactions. The primary opportunities for us collectively will involve US and Latin American companies. In these client situations, Group Lamerica brings a successful history of understanding and dealing with the unique market dynamics and cultural business differences throughout Latin America, and ProOperate provides unique C-suite executive depth and operations management experience for turnkey business combinations and acquisitions."

Through their joint efforts, the companies will focus on small to lower-middle market companies. The Joint Marketing Agreement is effective immediately, with mutual business development and marketing activities expected to lead to joint client engagements in the US and Latin America.

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### **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](http://www.grouplamerica.com).*

### **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. Its 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](http://www.ProOperate.com).*