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ChurchillTerry and The Business Coach of Texas form strategic alliance to provide venture-backed companies with marketplace advantage

New case study demonstrates value and validity of services for VC portfolio technology companies, available now

DALLAS—May 19, 2009—Venture capital firms and their portfolio companies can now tap the proven approach and services offered by ChurchillTerry and The Business Coach of Texas, two Dallas companies that have aligned their services to specifically support portfolio company needs.

The two companies formed a services alliance providing financial management and consulting services with business coaching, leadership development and professional sales training for venture capital-backed technology companies in the United States.

“Beyond the seed stage, new ventures ready for accelerated growth often struggle with forecasting accuracy, cash flow, financial controls and visibility. Ultimately, companies with cash problems either have a revenue problem or a control problem,” said John F. Terry, president of ChurchillTerry. “We’ve helped dozens of firms solve cash and control problems, and BCOT has a demonstrated track record solving technology sales problems. That’s why we’ve developed this alliance.” Eric H. Gore, president of The Business Coach of Texas (BCOT), agreed.

“Together, with ChurchillTerry, we offer a set of guiding ideas, tools and methods that support today’s technology executives,” said Gore. “We make it clear, easy, and consistent and make sure that business efforts stay focused. We build leaders and sales experts.”

In addition, the two companies have created a case study that showcases the value and validity of its combined services offering for venture-backed companies. The case study is free and available online at www.thebusinesscoachoftexas.com/VCvalue.htm.

ChurchillTerry provides advisory services to entrepreneurs and individuals and firms that invest in entrepreneurial ventures, including angels, VCs, private equity firms and boutique investment banks. Founded in 1994, the company offers business plan development, market analysis and strategic advice as well as outsourced financial services ranging from CFO work down to bookkeeping, treasury management and deal structure.

The Business Coach of Texas (BCOT) provides business and executive coaching based on the Hargrove Masterful Coaching™ practicum and augments the offering with its Action Selling™ professional sales training system. Gore has more than 25 years of successful international sales

leadership and success with technology companies. In one case, Gore helped a local technology data company and its investors move from “selling out” to turning the company around. The end result: 300-percent revenue growth and a \$22 million Series B venture capital investment.

About ChurchillTerry

ChurchillTerry, based in Dallas, provides advisory services to entrepreneurs and investors in privately held companies to help accelerate profitable growth while minimizing the risks associated with early-stage and rapidly-growing ventures. Services are focused in two specific areas: new enterprise and business transition. For nearly 15 years, the company has advised clients on business and financial strategies representing millions of investment dollars. For more information about the company and its services, visit www.churchillterry.com or call 972.361.0110.

About The Business Coach of Texas

The Business Coach of Texas (BCOT), based in Carrollton, Texas, is led by Eric H. Gore, a seasoned international business executive with 25-plus years of experience in sales, management and executive leadership at Fortune 500 and technology start-up companies. The company helps companies with leadership training and with sales training for individuals and corporate teams. BCOT applies the Robert Hargrove Certified Masterful Coaching program for leadership building, and teaches the Action Selling approach. The company also delivers lead*Forward*™, a proprietary leadership development program for business and government executives. For more information, visit www.thebusinesscoachoftexas.com, or contact BCOT at 214-668-1702, or send e-mail to ericgore@thebusinesscoachoftexas.com. The company is based in Carrollton, Texas.