

Announcement

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THE LOYALTY RESEARCH CENTER INVITED TO SPEAK AT MIDDLE MARKET M&A CONFERENCE

(Indianapolis, IN) – The Alliance of M&A Advisors and the CFO Alliance have cordially invited the Loyalty Research Center to speak at The Middle Market: Our World of Opportunity in 2013 Conference to be held January 14-17 at the Hilton Miami Downtown. Aldy Keene, the Loyalty Research Center’s President & CEO, will be a panelist on the topic of **“M&A Technique: Customer and Vendor Due Diligence”**. Aldy will be joined by Steven M. Ross, Managing Partner and Director, MCM Capital Partners; Ken Koenemann, Vice President, TBM Consulting Group; and moderator, Chris Blees, President & CEO, Biggs/Kofford. This informative session is scheduled for Wednesday, January 16th from 2:45 pm – 4:05 pm. Details at: http://mandaconnection.org/due_diligence/

*I am pleased to be included on the **Customer and Vendor Due Diligence** panel at the AM&AA Winter Conference. This year’s conference theme, “Our World of Opportunity in 2013” encompasses one aspect of due diligence that is not always considered –**uncovering new growth opportunities that exist within the target company’s customer base**. During our panel discussion and Q&A, we will address both the risks and opportunities discovered through the due diligence process.*

– Aldy Keene, President & CEO, Loyalty Research Center

About the Loyalty Research Center

Since 1997, the Loyalty Research Center has focused on customer and employee loyalty/satisfaction measurement and management across industries and sectors. In the M&A space, the Loyalty Research Center is engaged during the deep due diligence phase to ascertain the current customers’ experience with and loyalty to the target company. In addition to customer due diligence, the Loyalty Research Center works with portfolio managers to improve the value of their portfolio companies through better understanding of customer needs, and identifying areas of performance improvement that will result in increased customer loyalty, greater customer share of wallet or spend, and ultimately increased company value.

The Loyalty Research Center provides middle market M&A professionals with often overlooked yet critical information about the health of a target company based on the company’s most important asset – its customers.