

## NEWS FOR IMMEDIATE RELEASE

### **For Company Pricing – Collective Wisdom is Wise**

*Numeria creates market-based process to revolutionize how companies are valued, yielding the most objective and accurate valuation*

---

**PRINCETON, N.J., November 1, 2005** – Markets set fair prices everywhere every day because buyers and sellers act on the latest information to make profitable trades. Yet when it comes to pricing a closely-held firm, its owners and managers do without the collective wisdom of a market and instead seek a valuation from just one investment banker or consultant, whose interests may not align with the firm.

Numeria is changing this by pricing private and public companies with a market-based approach. The Numeria marketplace yields prices that are significantly more accurate and robust than traditional valuation analyses because it aggregates opinions of many analysts who set the firm's value through a competitive process that allows price discovery to naturally occur.

The Numeria marketplace allows owners and managers to see their firm's value emerge in real time, hearing firsthand how it's viewed by a diverse and sophisticated group of analysts who debate and defend their pricing and methodology. Like traders in a stock exchange, the analysts absorb new information that affects the firm's value, and then change their prices accordingly. Numeria is transparent, confidential, and unparalleled.

As one COO who experienced the Numeria marketplace said, "we learned more about how our business creates value in a 90-minute market session than we learned in the past 10 years."

With a firm grasp of their company's potential value, owners and managers gain enormous leverage when considering an IPO, M&A transaction, private financing, or other mission-critical decisions. They are otherwise at the mercy of an underwriter or intermediary, whose interest lies in a quickly-closed deal rather than the best price. Numeria ensures that they're prepared by using the power of the marketplace to price the firm, before the real transaction begins.

**About NUMERIA:** NUMERIA is the first company to harness market-based forces to provide the clearest view of a company's fair market value. Numeria primarily works with businesses with \$3 million or more in revenue. For additional information, see [www.numeria.us](http://www.numeria.us).