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Tatum Helps Businesses Address Liquidity Epidemic

New Offering Improves Cash Flow

ATLANTA, March 3, 2009 – With the economic downturn, liquidity issues have become a serious risk to all organizations. Tatum, LLC, the nation’s largest executive services firm, offers helpful tips to business leaders facing liquidity challenges due to slow revenue and frozen credit.

Tatum Liquidity Protection is a new solution that addresses key issues companies must deal with in a cash crunch. The solution includes:

1. **Robust forecasting**
2. **Strengthening the core business**
3. **Obtaining more value from past investments such as technology**
4. **Finding hidden liquidity**
5. **Evaluating options for alternative financing**

“Surviving in this environment requires a thoughtful, proactive approach on behalf of top management teams,” said Rich D’Amaro, CEO of Tatum. “What businesses experienced 30 days ago is different than reality today, and none of the extreme volatility of the lending market has worked in the borrower’s favor. Management must manage cash flow to ensure that they’ll have the funds to ride out the recession.”

Tatum clients have taken advantage of unique Liquidity Protection services designed to help them reduce risk during uncertain times.

Munro Electric, an electrical products supplier, struggled to collect cash when receivables got behind. “Anything could happen in this market, so we wanted to be prepared. Our company needed assistance updating and improving our accounts receivable processes, procedures and most importantly, our results,” said Kevin Munro, chief financial officer of Munro Electric. “Using Tatum’s liquidity protection techniques, we reduced our oldest accounts receivable by 60 percent and the hard cash savings generated a substantial return.”

Private equity firm Nautic Partners LLC is consciously watching the cash flow needs of its portfolio companies. “We became concerned about one of our portfolio companies when its inventories ballooned unexpectedly, cash flow turned negative and the revolving credit line approached its cap,” said Chris Crosby, managing director of Nautic Partners. “With the help of Tatum’s Liquidity Protection services, the management team was able to turn around cash flow, significantly reduce both inventory and the revolving credit line, and meet all loan covenants by a comfortable margin.”

For an article regarding liquidity protection strategies, visit <http://www.tatumllc.com/perspectives/special-reports.asp>.

About Tatum, LLC

Companies turn to Tatum when critical business challenges arise because we immediately deliver financial and technology operational expertise via solutions tailored to the Office of the CFO. We understand the urgency of NOW and we leverage nearly 1,000 executives and consulting professionals nationwide to accelerate results to create more value™. For more information, visit www.TatumLLC.com.

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