



MEDIA CONTACT
Ania Kubicki
ANGLES Public
Relations
O: 480-656-8388
C: 480-277-9245
E: ania@anadespr.com

FOR IMMEDIATE RELEASE

B2B CFO® SURPASSES 100 PARTNERS MARK, EXPANDS PRESENCE TO NEW MARKETS REACHING 42 STATES

Firm's New Partners and New Service Capabilities Drive Further Expansion

PHOENIX, AZ – November 10, 2008 -- B2B CFO®, the nation's largest CFO services firm exclusively focused on servicing small and mid-size companies, has reached a major milestone this month. Already the fastest growing CFO services firm in the nation, B2B CFO® has passed the 100 Partners mark, expanding firm's reach into 42 states.

Jerry L. Mills founded the company in Phoenix, Ariz. in 1987. Mills established the company with a determined philosophy to put integrity, ethics, and the needs of small businesses above all. The philosophy proved to be successful as evidenced by the firm's steady growth. By the 1990s, the firm expanded presence into the southwest and in early 2005 the company had gained national prominence following expansions in its service portfolio and geographic coverage.

In 2008, B2B CFO® has experienced record growth. The number of Partners has doubled since January of 2007. The firm's revenues increased 70 percent in the same time period, and the firm's geographic reach encompasses all major markets in the US.

"By any measure B2B CFO® continues to thrive and grow," said Jerry L. Mills, CEO and founder. "Even the current economy is fueling our growth. More than ever, business owners today understand the value of having an experienced CFO on their team and the importance of professional advice on cash flow management, lending practices and credit."

The success behind B2B CFO® is due to the firm's unique model. There is no contract for business owners to sign or long-term obligation to enter into. The Partners, who average 25 years of senior financial experience, serve as trusted long-term business advisors that stay in a part-time CFO role with their clients for a number of years. They work strategically to improve profits and cash and provide national partnership resources to the individual business. Resources include the latest technical software, investment banking and lending relationships. Each partner is supported by more than 2,000 years of collective CFO experience of the firm.

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Collectively, the firm's Partners service more than 500 small and mid-size businesses at any time. The demand for the part-time CFO services is directly impacting the rapid increase in the number of Partners. Experienced professionals across the country are looking for new career opportunities that offer a mix of entrepreneurship with the stability of an established national firm.

"Every company, regardless of its size, needs a CFO," said Mills. "Our model creates a win-win for the business owner and the Partners."

In addition to increasing the number of Partners and the geographic reach, B2B CFO® has expanded its service capabilities. The firm now offers "Finding the Exit," a guided process to help entrepreneurs successfully sell their business. A B2B CFO® Partner coaches the business owner through a strategic process that ends in a high-profit sale.

The firm also launched a service providers' forum. B2B CFO® is forming strategic alliances with select companies that further augment resources offered to the firm's clients. Woodbridge Group, Inc., an innovative, marketing-driven M&A firm, that provides divestiture and acquisition services to middle market companies signed as first service provider in October 2008.

"As we continue our growth, we will further enhance the depth of our resources and programs. Our goal is to always be on the forefront and bring solutions that benefit our Partners and our clients," added Mills.

ABOUT B2B CFO®

B2B CFO® is the nation's largest CFO firm serving entrepreneurial, growth and mid-market companies with sales up to \$75 million. With headquarters in Phoenix, AZ, the firm was founded in 1987 by Jerry L. Mills. The firm's partners have an average of 25 years of experience and each individual partner is a senior level executive with a broad range of expertise. Please visit online at www.b2bcfo.com.

Jerry L. Mills, CPA is also the author of "*The Danger Zone – Lost in the Growth Transition*" and "*Avoiding The Danger Zone – Business Illusions*" – non-fiction business books aimed at entrepreneurs. For additional information, or to purchase a copy, please visit online at www.dangerzonebook.com.

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