



## **FOR IMMEDIATE RELEASE**

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### **BLUE MAGNET PARTNERS CHANGING THE FACE OF BUSINESS**

#### **Venture resource firm provides customized partnerships for today's entrepreneur**

**ATLANTA (September 4, 2008)** – From start up entrepreneurs to fast growth enterprises, small companies now have a new venture resource firm they can turn to – Blue Magnet Partners. The innovative company offers a self-directed, business-building system that integrates the power of successful partnership with proven resources that are designed to grow companies and create ownership value.

“We leverage executive level resources that small companies could typically never access or afford. Our unique proprietary methodologies provided under our EdgeDweller brand create higher performing innovation and at the same time reduce the risk of that innovation,” said Blue Magnet Chairman and CEO Pat Alacqua, a successful Atlanta businessman who has built and sold businesses as well as led the turnaround of others. “Our specialized experiences enable us to quickly assess what a business needs at its current stage of development as well as anticipate what it requires to get to the next level.”

Alacqua's team, which has more than 100 years of experience, includes seasoned investors, operating officers, award winning marketing executives and accomplished management advisors. The Blue Magnet Partners executive staff includes Chief Financial Officer Greg Weigle and Chief Marketing Officer Susan Reed. They will help support businesses on their journey from a first stage entrepreneurial concept to an enterprise.

Weigle's focus is to evaluate investments, perform deal due diligence, organize administrative and financial areas of portfolio companies and to mentor portfolio company executives. During his career, he has been an entrepreneur on the forefront of outsourced financial management services as they have become a popular alternative for many owners and CEO's.

Reed is an entrepreneur, innovation strategist and creator of the EdgeDweller methodologies, which have successfully launched more than 100 products and services in more than 25 different categories for companies such as Disney, GE and Georgia Pacific. Her knowledge and experiences enables Blue Magnet to offer companies a real edge on their journey to sustainable profitability. She will work with companies to ensure competitive advantages by guiding strategy, brand building, product/service development and the tools for marketing infrastructure development.

While Blue Magnet Partners' willingness to invest resources in companies' early stages might be viewed as “high risk” for many traditional firms, its innovation methodologies and years of specialized operating experience enables them to mitigate some of that risk and embrace early stage opportunities. “Our approaches have been modified, tested and priced to work in the small business market,” Alacqua said.

“There is great opportunity to create value by leveraging our executive level skill sets and resources. We are confident we can make a difference with these early stage businesses” Weigle said.

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After a successful entrepreneurial journey in the tradeshow industry that culminated with the sale to a private equity group, Alacqua purchased The Suwanee Sports Academy and used it as the genesis for Blue Magnet Partners. In 2002, the failing sports training business was losing close to \$600,000 a year. Blue Magnet used the EdgeDweller methodologies to create a long-term vision in the youth sports space. Specialized operations experience was used to implement a turnaround strategy that transitioned the business model from a low-margin, rental programming to that of a player development-programming model. Suwanee Sports Academy has since gone from losing money to a positive cash flow and will play a key role in Blue Magnet's long-term plans for the youth sports market.

Today, Suwanee Sports Academy receives calls from similar facilities across the country seeking assistance and advice with their business challenges. As a result, Blue Magnet will be launching a new global opportunity in the youth sports market in the fourth quarter of this year.

“We set our sights on getting back to what business partnerships should be about – trust, integrity and building strong relationships,” Alacqua said. “Our emphasis on helping our entrepreneurial partners address their agendas and goals first and foremost creates an environment of trust that is the core of any successful partnership. Companies can access our services through a customized and comprehensive interim outsourced solution around a project or an initiative as well as create a partnership where we have the next level of skin in the game over a longer journey with the entrepreneurial team.”

**About Blue Magnet Partners**

Blue Magnet Partners is a venture resource firm that provides small companies from start-up entrepreneurs to fast growth enterprises with a unique, self-directed, business-building system integrating the power of successful partnership along with proven resources that grow companies and create ownership value. For more information, visit [www.bluemagnetpartners.com](http://www.bluemagnetpartners.com)

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