The MergerExpert

Merger & Acquisitions since 1983

(503) 516-2484

P.O. Box 227
West Linn, OR 97068

Meet the Experts

Michael Crawford
Managing Principal

Michael Crawford has been active since 1983 in the merger and acquisitions (M&A) profession. His background includes working for buy-and-build companies from 1983 through 1994, and representing sellers from 1995 to present in mid-market M&A transactions.

Prior to his founding The Merger Expert, he worked for large publicly-traded and private corporations as an industry analyst performing merger and acquisition valuations, business and strategic analysis of potential companies to be acquired, and corporate strategic planning within the forest products, telecommunications, and high-technology industries . In 1994 , he worked directly with the executive management of a publicly-traded company on their divisional spin-off strategy and was an integral team member of a $70 million initial public offering (IPO). From 1976-1983, he consulted with firms in investment and financial analysis, strategic planning, business plan development, and venture financing.

Mr. Crawford has appeared on AM 1410 Business Talk Radio and has been a guest speaker at:

• Marylhurst University

• Portland State University

• Executive Officers Club

• Women Business Owners Club

• CPA Continuing Education Coursework

• AGC University

He began his professional career after obtaining a B.S. in Business Administration with an emphasis in Finance and Accounting from Portland State University (1981). While attending college he received national recognition in finance, marketing and sales. His professional credentials include co- founding and current board member of the Oregon Business Brokers Association. Mr. Crawford is a former member of the CFA Institute and the CFA Society of Portland where he served as a board member for three years. He has successfully completed the Charter Financial Analyst (CFA) I and II exams.

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Mr. Crawford has a strong commitment to listening to his clients and working in a professional team environment to effectively accomplish the client's goals.

"No matter what it takes, Michael gets it done!" -- Spencer Brown

Bruce Slater has joined THE MERGER EXPERT as a Partner. Bruce brings over 69,000 hours experience within the consumer products manufacturing industry. Prior to coming to The Merger Expert, Mr. Slater implemented Strategic Marketing and Business Development Initiatives for three FORTUNE 500 companies. His merger & acquisition experience includes actively participating on the successful acquisition team at BLOUNT International.

Bruce holds an MBA in Business Management/International Marketing from Saint Mary's College (1983), Moraga, California. He is an active member of the Financial Executive Network Group of Portland, Oregon. Since 2000 Bruce has been an active logistics volunteer for Providence Health Systems-Festival of Trees annual fundraising event, and volunteers at the Medically Fragile Children's Center within the Providence Health Systems organization. Bruce is also an active volunteer for the Children's Cancer Association of Portland, Oregon.

About The Merger Expert

The Merger Expert is a merger & acquisition firm exclusively. Headquartered in Portland, Oregon, The Merger Expert represents owners of businesses with $3-$40 million in revenue range. Its founder, Michael Crawford has over 41,000 hours of merger & acquisition experience.

Expertise:

- Document Preparation.
- Strategic Marketing.
- Multiple Offers-Representing Owners.
- Negotiation.
- Due Diligence.
- Closing Document-Exhibit Preparation.
- Transaction Closure.

The Merger Expert partners offer a no charge confidential interview to inform business leaders about the process and pitfalls of selling their business. We believe you should be making an

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informed decision about what is usually your largest asset, Your Company. Get the information and advice you need to start from an industry trusted resource.

Schedule now, the first step, to discuss your MOREsm Plan by calling (503) 516-2484.

For more information about The Merger Expert…visit: www.The MergerExpert.com

Over 25 years of Relentless Focused Action Resulting in

"Achieving THE MAXIMUM PRICE for Sellers"