



## **Santa Rosa Consulting Raises \$25 Million Equity Capital**

*Southfield, Michigan, June 21, 2010.* Santa Rosa Consulting, Inc., a national provider of consulting services to the healthcare industry announced today that the company has completed a \$25 million equity capitalization. Santa Rosa Consulting supplies healthcare clients a complete range of strategy and advisory services, information technology planning and implementation consulting, and staffing and recruitment services.

Richard Helppie, Chairman and CEO said, “In the past two years we have endeavored to build a company to serve our healthcare clients as they seek a trusted advisor who has the depth and breadth to follow-through with results. Our clients are managing an increasingly complex agenda including changes in reimbursement structures and quality measures. There are also mandates and incentives of ARRA, HITECH and state initiatives, with more waves of change already in law and still more anticipated. We are constructing Santa Rosa Consulting to be the preferred partner to assist our clients in navigating these changes with the necessary specialized skills to assist with consulting, technology procurement, process change, and integration with legacy technologies.”

The \$25 million equity investment comes from Vineyard Capital Group (Southfield, Michigan), Camden Partners (Baltimore, MD) and Century Capital Management (Boston, MA). The result will be a debt-free balance sheet with strong capital reserves available to fund the company’s rapid organic growth and acquisitions. Each of the investors brings substantial healthcare domain expertise and professional networks.

Tom Watford, President and COO stated, “I am delighted with the capital raise and our equity partners. We believe that our strategy recognizes that our clients are larger and therefore desire a consulting partner of substantial size. The market is moving faster, so we are accelerating execution of our growth plan to seize the leadership position. Our strengthened balance sheet advantages Santa Rosa over our competitors as we seek sustained growth. We will be funding new practice areas, building a larger sales force, and continuing to merge quality firms who can join with us in building Santa Rosa.”

Richard Saslow, Chief Administrative Officer remarked, “We have worked to build a place where colleagues can exercise their skills, build their careers and receive reward for their contributions. Santa Rosa has built a strong infrastructure that assists entrepreneurs and consultants do what they do best – serving clients.”

Shane Kim, Managing Member of Camden Partners, “We invested in Rich Helppie and his management team at Superior Consultant Company, where he built an industry leading firm from the idea stage to a public company and ultimately guiding Superior to a strategic merger with a Fortune 500 company. The Santa Rosa management team draws on its vast network of industry colleagues from Superior, First Consulting Group and many other quality organizations. To date, the company has executed on its game plan through organic growth and by growing each of the firms who have joined them via merger, and we believe they will become the leading force in their market.”

Frank Bazos, Partner of Century Capital Management, “We are impressed with how fast the company was welcomed by clients, consultants and merger candidates. Our research of the market confirmed that we are aligned with Santa Rosa in a belief that there is a market gap between the very large mega-firms and the smaller niche players. Santa Rosa can provide a great platform for high quality niche market participants to expand and grow while offering clients a single relationship for advisory, implementation and staffing services.”

#### *About Camden Partners*

Camden Partners, founded in 1995, operates a series of private equity funds that provide growth capital to emerging companies. Camden Partners focuses on health care, business services and education sectors. [www.camdenpartners.com/](http://www.camdenpartners.com/)

#### *About Century Capital Private Equity*

Century Capital Partners is a private equity firm that provides buyout capital and growth equity to lower middle market outsourced service providers, distribution companies and risk-takers within insurance, select financial services and healthcare services. Century pursues majority and minority investments in rapidly growing, profitable businesses with a geographic focus in North America, Bermuda and the United Kingdom. [www.CenturyCap.com/private\\_equity](http://www.CenturyCap.com/private_equity)

#### *About Vineyard Capital Group, LLC*

Vineyard Capital Group, LLC, invests and co-invests with private equity funds and high net-worth individuals in small to medium-sized private companies and small-cap and micro-cap public companies. Vineyard Capital Group provides governance and advisory services coincidental with its investments. Our team brings special expertise in fast growth, pre-public and special situation investments, including turnarounds. Areas of specialization include healthcare, information technology, professional services, managed services (outsourcing) and real estate development. [www.VineyardCapitalGroup.com](http://www.VineyardCapitalGroup.com)

#### *About Santa Rosa Consulting*

Santa Rosa Consulting is a national provider of information technology consulting, management consulting and staffing services to the healthcare industry. Santa Rosa Consulting supplies healthcare clients a complete range of strategy and advisory services, information technology planning and implementation consulting, and staffing and recruitment services. [www.SantaRosaConsulting.com](http://www.SantaRosaConsulting.com)

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