

Highland Global Business Valuations Completes Wild Rooster Sauces Transaction

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Myrtle Beach, South Carolina -- Highland Global Business Valuations, a premiere business valuation firm for the southeast United States, is pleased to announce that it has provided independent M&A advisory services associated with the sale of Wild Rooster Sauces of Pawleys Island (www.WildRoosterSauces.com) to a private investment group in South Carolina. Robert M. Clinger III, founder of Highland Global, acted as an independent advisor in the transaction, providing valuation, financial, and strategic analysis to both parties. Highland Global will provide on-going advisory services to Wild Rooster Sauces whose products include gourmet barbeque sauces, salsas, hot sauce, dips, and dry rubs.

Highland Global's spokesman, Sebastian Perey, issued the following statement upon announcing the completion of the transaction.

Highland Global and Mr. Clinger are pleased to have provided services in negotiating, structuring, and executing this transaction which we believe will poise Wild Rooster Sauces for further growth and market penetration throughout the United States and internationally. The founders, Robert and Cindi Kornegay, have built a strong foundation for Wild Rooster Sauces' continued success and will continue to provide valuable insight as the company expands under new leadership.

Over the last eight years Wild Rooster Sauces has created a strong product line and fostered a loyal customer base. Wild Rooster Sauces' products distinguish themselves from the competition in that they are all natural and contain no preservatives, no MSG, no artificial additives, and no high fructose corn syrup. These factors are all the more important among today's health conscious consumers who want healthy products without sacrificing taste. As their slogan says, Wild Rooster products come from the finest of southern scratch.

The company has prided itself on its outstanding product quality and looks forward to bringing its products to more markets while building brand awareness. Highland Global looks forward to its continued active involvement with Wild Rooster Sauces' new management in the future, and we are excited by the opportunity to help take Wild Rooster Sauces to the next level of growth.

About Wild Rooster Sauces—Wild Rooster Sauces is based in the Myrtle Beach and Pawleys Island area of South Carolina with its offices headquartered at 1004 29th Avenue North, Suite C, Myrtle Beach, South Carolina, 29577. Wild Rooster Gourmet Barbeque Sauces and Hot Sauces include Mustard Mania, Wild Tomato, Cool Tomato, Fiery Vinegar, KC Kicker, and Pawleys Island Sunburn Hot Sauce. Wild Rooster Gourmet Rubs enhance the flavor of meat and include Steak Rub with Peppercorns, Chicken Rub, Grill & Roast Rub, and Cajun Rub. Wild Rooster Gourmet Salsas and Dips are made from the finest vegetables, spices, and peppers available and include Black Bean & Roasted Corn, Southwest, Artichoke Spinach Dip Mix and Smoked Jalapeno. Wild Rooster Gourmet Products have received numerous awards from Kansas City's American Royal, Chili Pepper Magazine's International Zesty Foods Awards, America's Best Food Event, and Fiery Foods and BBQ Scovie Awards.

About Highland Global Business Valuations—Highland Global, LLC is a leading strategic advisory, financial analysis, and business valuation firm for domestic and international privately held and family owned businesses. Some of Highland Global's services include assisting clients with mergers and acquisitions, sales and divestitures, recapitalizations, management buyouts, and privatizations. Business valuations are most commonly required in conjunction with the purchase or sale of a business, succession planning, buy/sell agreements, charitable contributions, estate and gift taxes, and initial public offerings. Valuations may also be necessary in legal situations such as business disruption, dissenting shareholder actions, divorce, and partner disputes.

About Mr. Clinger—Robert M. Clinger III, founder of Highland Global, LLC, has strong experience in the fields of business valuation and financial analysis. Mr. Clinger has written numerous articles regarding economics, business valuation, and merger & acquisition issues. Mr. Clinger earned a Bachelor of Science degree in Business Administration/Finance, summa cum laude, from Coastal Carolina University and received the distinguished President's award. Mr. Clinger has also earned the Accredited Valuation Analyst (AVA) designation from the National Association of Certified Valuation Analysts (NACVA) and the Certified Business Appraiser (CBA) designation from the Institute of Business Appraisers (IBA).

Mr. Clinger is also the author of two books, *The Seven Deadly Sins of Business Valuation* and *The Seven*

Deadly Sins of Business Valuation: Closely Held & Family Controlled Companies. His two part article, "Direct Market Data Method: Value Disparity Issues," has been published in the National Association of Certified Valuation Analysts' journal, The Value Examiner.

For more information please contact Robert M. Clinger III or Sebastian Perey, Highland Global, LLC, 843-278-5437, www.HighlandGlobal.com, corporate@HighlandGlobal.com

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