



FOR IMMEDIATE RELEASE

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**Rich Lavinski Joins SolomonEdwardsGroup as Partner
for the Dallas / Fort Worth Office**

(DALLAS / FORT WORTH – August 2, 2010) SolomonEdwardsGroup, LLC (SEG), a national CFO services firm, is pleased to announce that Rich Lavinski has joined SEG’s Dallas – Fort Worth office as Partner. Lavinski brings a wealth of experience to the CFO organization in the areas of Consulting, Project Management, Talent Acquisition and Staffing Services. At SEG he will oversee client service, operations, growth, and business development. Steve McLaurin will be transitioning from his Partner role at the Dallas Fort / Worth office into his new role as head of SEG’s National Information Technology (IT) practice.

With over 20 years of experience, Lavinski has provided clients access to a wide variety of accounting, finance, IT, HR and business system subject matter expertise. Prior to SEG, he founded and co-founded several successful companies such as Propensity and Lavinski Allan & Associates and pioneered new frontiers in the professional project services and consulting industry.

He served as Regional President of Accretive Solutions (formerly known as Horn Murdock Cole/Dickson Allan). Earlier in his career, Lavinski served as a senior executive in several national firms in the venture capital, software and non-profit industries. He began his career as a tax professional mainly serving publicly traded, non-profits, and large privately owned organizations.

“Lavinski has led high performance companies in all areas of consulting, staffing services and business development. He will help SEG drive initiatives with valuable and strategic business development tactics,” said Ed Baumstein, SEG president and chief executive officer.

(more)

Lavinski Joins SEG/add one

“I look forward to him being an essential part of our growth here at SEG and know he’ll have a significant impact along our journey.”

Lavinski earned an AB in Economics from University of Chicago and an MBA with a concentration in Accounting and Taxation from University of North Texas. He currently serves on the Boards of Directors of WaterStone (formerly known as The Christian Community Foundation), The Cartmell Home Foundation, and Lakeview Methodist Center.

About SolomonEdwardsGroup, LLC

SolomonEdwardsGroup, LLC is a national CFO services firm solving the shifting needs of CFO organizations and its professionals. It is recognized for delivering talent, perspective, and action in the critical areas of risk and regulations, resource management, accounting operations, and business performance.

Headquartered in Philadelphia, the firm operates offices in Atlanta, Chicago, Dallas/Fort Worth, Houston, New York/New Jersey, and Washington, D.C. Additionally, it maintains a global network of partners to serve multinational clients. For more information, visit www.solomonedwards.com.

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