



**FOR IMMEDIATE RELEASE**  
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## **CMF Associates names new communications manager to promote firm's distinctive thought leadership**

**August 10, 2006** – CMF Associates ("CMF"), a financial advisory company supporting private equity, middle-market and international companies, today announced that Susan Busch has joined the firm as communications manager. Busch, a communications practitioner for the past 13 years, was previously manager of corporate communications for employee screening firm Vertical Screen, Inc.

In her new role, Busch will manage CMF's corporate communications and marketing/public relations initiatives, in order to promote the consulting firm's unique thought leadership in financial management, operations management, and audit and governance services.

Busch's professional background also includes five years at North American Publishing Company, where she performed various editorial roles, including editor of packagePRINTING magazine. She also held several public relations account executive positions with advertising/public relations agencies. Busch holds a B.A. in communications/English from Cedar Crest College.

"CMF is a rapidly growing firm that offers private equity, middle-market, and international companies uncommon operational knowledge relating to key business transactions and events, leveraging its broad experience through innovations such as its CMF Playbooks™ and Audit Ease™ services," Busch said. "I am delighted to assist in furthering CMF's business mission as communications manager."

"We're excited for Sue to apply her background and experience in support of our communications initiatives, and believe she will be a valuable asset in achieving our overall marketing objectives," said Seth Goldblum, managing director, CMF.

### **About CMF Associates, LLC**

CMF Associates, LLC is a privately-held financial consulting firm delivering financial and management advisory work to private equity, middle market and international companies. CMF's typical clients are \$20M-500M middle-market companies requiring additional resources to manage complex projects with a lot of moving parts. CMF covers most industries, including retail, wholesale and consumer products; manufacturing and distribution; services; software and high technology with both US and international operations. For more information about CMF, please visit: [www.cmfassociates.com](http://www.cmfassociates.com).

**"We relied heavily on the CMF team post-transaction – they were critical in guiding us through the challenging finance and accounting phases."**

**- David Ghiz, President, Paddock Pools, Patios & Spas, Scottsdale, AZ.**

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