

March 21, 2011

FOR IMMEDIATE RELEASE:

DETROIT, MI – Conway MacKenzie, Inc. is pleased to announce the addition of James L. Embree as a Managing Director in the firm's Birmingham office.

Jim provides crisis management and turnaround consulting services to under-performing companies over a vast array of industries including: aerospace/defense, agriculture, automotive, distribution, finance, insurance, manufacturing/industrial, real estate, service businesses, transportation, wholesale and retail. He also has deep experience in analyzing strategic alternatives, creditor negotiations, and other roles as a senior restructuring/banking expert.

Prior to joining Conway MacKenzie, Jim managed the Midwest Middle Market workout group responsible for loan recovery and restructuring single and multi-bank credits, both agented and non-agented, up to \$120 million in exposure. He earned a Masters in Business Administration and Masters of Science in Accounting from Eastern Michigan University, and a Bachelor of Arts in History from the University of Michigan. He is a Certified Turnaround Professional, a Certified Insolvency and Restructuring Advisor, and Certified in Distressed Business Valuation. He is a past Director of the Detroit Chapter of the Turnaround Management Association and also belongs to the Association of Insolvency and Restructuring Advisors.

Conway MacKenzie, Inc. is an international consulting firm specializing in turnaround and crisis management, transaction advisory, litigation support, and valuation and forensic advisory services. The firm is headquartered in Detroit, Michigan and has offices in Houston, Dallas, Atlanta, Chicago, Dayton, Frankfurt, London, Los Angeles and New York. Additional information can be found at www.ConwayMacKenzie.com. Contact: Lisa Johnston at 248.433.3100 or ljohnston@conwaymackenzie.com.