

SORENSEN CAPITAL

For Immediate Release

Sorenson Capital Promotes Three Senior Staff Members and Appoints New CFO

SALT LAKE CITY, UT (August 3, 2010)—Sorenson Capital today announced the promotion of Curtis Toone to Managing Director, and Mark Ludwig and Mike Scott to Principal. Additionally, Brian Dunn has joined the team as Chief Financial Officer.

Curtis Toone has been with the firm since its inception in 2002. Prior to joining Sorenson Capital, Curtis was an Associate at Bain Capital, and an Associate Consultant at Bain & Company. He earned a B. S. in Economics at Brigham Young University. Curtis currently serves on the boards of directors of International Development Corporation, Western States Lodging and Management, and MITY Enterprises.

Mark Ludwig joined Sorenson Capital in 2003. Prior to that Mark was an Associate Consultant with Bain & Company. He received an MBA with Honors from the Wharton School of Business, as well as a B.S. in Economics and a B.A. in Russian from Brigham Young University, graduating summa cum laude. Mark currently serves on the boards of Michael's Finer Meats and Mountain City Meat Company.

Prior to joining Sorenson Capital in 2007, Mike Scott worked for Cameron International in executive positions within corporate development, global sourcing and manufacturing. Mike also worked in various engineering roles with Honeywell, AlliedSignal and Valtek and holds several patents. He received an MBA from Harvard Business School and an M.S and B.S. in Mechanical Engineering from Brigham Young University. Mike currently serves on the boards of Southeast Directional Drilling and Western States Lodging and Management.

Sorenson Capital's new CFO, Brian Dunn, brings more than 25 years of financial leadership experience, including his most recent tenure as CFO of Abacus Private Equity Group of Vancouver, British Columbia. Prior to Abacus he worked for PricewaterhouseCoopers in various public accounting roles. Brian holds a B.S and an M.S. in Accounting from Brigham Young University, and an MBA from California Coast University.

About Sorenson Capital:

Sorenson Capital (www.sorensoncapital.com) is a private equity fund that provides small- to middle-market buyout and growth equity investments with a particular focus on opportunities in the western United States. Sorenson Capital is managed and controlled by West Rim Capital; both are headquartered in Salt Lake City, Utah.

Pictures and bios are available upon request. For more information visit www.sorensoncapital.com.

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