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# MEDIA RELEASE

## GBQ Launches New Redbank Division

*Former Fisher College Consultant joins GBQ*

**Columbus, January 14, 2008:** GBQ launches Redbank Advisors this month, the Management Consulting Division of GBQ Partners LLC, located in Columbus, Ohio. Jim Lane will head up the group as Director. The depth of experience Mr. Lane and his team bring to GBQ expands the breadth of our service offerings and expertise.

Redbank Advisors assists Fortune listed and high growth businesses to grow profitably. Redbank brings multi-disciplined, highly focused teams of nationally recognized, experienced business leaders combined with high energy, innovative problem solvers to help clients face today's business challenges. Redbank growth and profitability projects include complete business reimagine initiatives, business plans, new product introductions, pricing, sales effectiveness, supply chain, procurement, process improvement and post transaction services.

Mr. Lane is a seasoned business advisor. He has more than 25 years experience in successful consulting project delivery serving firms ranging from several million to several billion dollars. He has led and participated in nearly all facets of business and consulting, serving such well known clients as Honda of America Manufacturing, Greif, Inc., Limited Brands, American Electric Power, Worthington Industries, and Timken as well as a large number of smaller, high growth companies. Mr. Lane's concentration has been assisting clients to establish high performance targets and then to achieve them predictably.

"We're very passionate about the prospects in the Central Ohio market. This is an excellent place to be doing business and an excellent time to be doing it.", said Lane. "This region is home to the most exciting, growth oriented businesses in the Midwest and it's great to be here with them."

"We are extremely excited to have a world class professional like Jim Lane join our firm. Jim will be leading our new Redbank division which will allow GBQ to provide a myriad of high level business consulting services to our clientele," said Wade Kozich, Managing Partner. "This is especially exciting to me because I see this as a way to add high value to our clients' businesses. Jim's extensive experience coupled with his network of relationships will allow him to make a meaningful impact. We were very lucky to find Jim and look forward to having him as part of our organization."

*Local reaction to the announcement was similarly positive:*

"I've known Jim throughout his professional career. His leadership of Redbank Advisors means that client focus, integrity, and results will be paramount in their service offerings," said Jim Bachmann, Director of large public and private Central Ohio companies.

"Jim and his team bring great experience and integrity to the challenge of business performance improvement...", said Tom Perrine, Senior Vice President at Cardinal Health, "... I am particularly impressed with their focus on producing **measurable** results. This is the approach that we here at Cardinal Health strive to incorporate into everything we do."

Prior to founding GBQ Redbank Advisors, Jim served as a Partner in Ernst & Young's consulting practice and subsequently founded and led the Clinic for Professional Services Leadership where he taught consulting leadership to graduate students in the Fisher College of Business at The Ohio State University.

**About GBQ:**

GBQ is the largest Columbus headquartered accounting and consulting firm. The firm is linked to accounting and consulting firms throughout the globe through its membership in the BDO Seidman alliance.

Visit GBQ Partners on the Internet at [www.gbq.com](http://www.gbq.com)

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