



ABOUT SSM PARTNERS

SSM Partners is one of the largest and most experienced private equity firms in the Southeast. Having invested in more than 50 companies across four private equity funds, our successful record is the result of the partnerships we have formed with gifted entrepreneurial managers. Starting with a relationship built on trust, we offer our entrepreneur-partners a thorough understanding of the growth company lifecycle and a patient approach to building great businesses.

SSM primarily invests in rapidly growing, privately-held companies most often in the business, healthcare, and consumer services industries. Portfolio companies have differentiated and proven business models, large market opportunities, and the ability to generate high returns on invested capital.

With many years of growth-company investment experience, we have expertise in a wide variety of private equity transactions. We will invest to fund organic growth strategies, acquisitions, and re-capitalizations to provide liquidity for shareholders as long as the business has the characteristics mentioned above.

INVESTMENT STRATEGY

SSM's strategy is to lead investments, typically between \$5 and \$20 million, in rapidly growing, privately-held companies with proven business models. We target companies that have reached an "inflection point" – the point at which the company's concept and business model are proven and, with proper execution, significant growth and profitability are achievable within a three to five year period. We also have a focus on companies operating in the business, healthcare, or consumer services industries.

During the Firm's 18 years of private equity investing, SSM has developed the following investment criteria which the partners use to evaluate investment opportunities.

- Strong management team
- 25+% revenue growth rate
- Proven business model
- Differentiated business model
- Large market opportunity
- High return on invested capital

SSM has earned a reputation among its investment peers, the investment community, and its portfolio companies as an active and value-added institutional investor that consistently exhibits honesty and integrity. We view ourselves as experienced investors and advisors who partner with quality management teams to ensure the continued growth and success of their business.



OUR TEAM

Our team is made up of a diverse group of investment professionals with a breadth of experience developing successful private companies. We have advised hundreds of companies through mergers and acquisitions and equity and debt financings. We commit our depth of knowledge and expertise to all our portfolio companies.

Wilson Orr *Managing Partner*

Mr. Orr joined SSM in 1988 and has been significantly engaged in all aspects of the Firm's activities. Together with Mr. Witherington, he was instrumental in SSM's transition into principal investing in 1990. Mr. Orr has worked with companies in a wide variety of industries and currently focuses on business services companies and any consumer services transactions considered by the firm.

Prior to joining SSM, Mr. Orr worked at JP Morgan in New York and Dallas concentrating on leveraged finance transactions. He received his bachelor's degree in Economics and Business Administration from Vanderbilt University. In addition to his service with other local organizations, Mr. Orr recently served as Board Chairman for Presbyterian Day School in Memphis.

Companies:

All Web Leads	Genesis Direct (NASDAQ: GEND)
Bulldog Solutions	Handango
Bloodhound	HT Marketing
Chronicity	Kirkland's (NASDAQ: KIRK)
Direct General (NASDAQ: DRCT)	National Medical Solutions
Employease	

Casey West *Partner*

Mr. West has ten years of experience in entrepreneurial finance. His focus is on healthcare services, healthcare information technology, and technology-enabled services companies.

Prior to joining SSM in 2004, Mr. West spent several years with Petra Capital Partners, a Nashville-based mezzanine firm focused exclusively on late-stage healthcare and business services investments. During his time there, he participated in twelve growth capital investments. Mr. West began his career in the New York-based healthcare investment banking group of Donaldson, Lufkin & Jenrette Securities Corporation.

Mr. West received a B.A. with honors in History from the Virginia Military Institute and an MBA from the Harvard Business School. He is the co-founder and past President of the Tomorrow Fund, a non-profit organization which provides training for young professionals interested in community outreach and is a member of the Nashville Healthcare Council.

Companies:

Bloodhound	RemitDATA
FrontStream Payments	Senior Whole Health



Jim Witherington *Managing Partner*

Mr. Witherington has been with SSM since its formation as a financial advisory firm in 1973. From 1973 until 1990, he served as a trusted advisor to CEOs of many growth companies and was personally involved in over 200 mergers and acquisitions and financing transactions with the Firm's clients. Beginning in 1990, Mr. Witherington transitioned SSM from an advisory services company to a principal investing company. He has vast experience in both business and healthcare services companies and in-depth expertise in all aspects of evaluating, structuring, and exiting private equity investments.

As the managing partner of the Firm, Mr. Witherington has been involved in numerous ways in a majority of SSM's investments over the life of the Firm.

Mr. Witherington received his bachelor's degree in Economics from Vanderbilt University and an MBA from the University of Chicago. He has been actively involved in multiple community organizations, including past Chairman of the Community Foundation of Greater Memphis, current chairman of the Neighborhood Christian Centers and President of the T.W. Briggs Foundation.

Companies:

Arch Wireless	Passport Health
Central Pharmacy	Plan Express
Connecture	Servigistics
DataCert	Tobin
Graphics Information Technologies	Truck Pro

Hunter Witherington *Vice-President*

Mr. Witherington has six years of private equity and investment banking experience. He assists the partners in sourcing investment opportunities and contributes to investment decisions, with particular emphasis on original screening of investment opportunities and due diligence.

Prior to joining SSM in 2004, he spent several years in investment banking with Stephens Inc. working on mergers and acquisitions, private placements, and public offerings for middle-market companies in the healthcare services, financial services, consumer, power and energy, and telecommunications industries. Mr. Witherington received a B.A. in Economics from Vanderbilt University, where he graduated magna cum laude and was inducted into Phi Beta Kappa.

Companies:

All Web Leads	Frontstream Payments
Bulldog Solutions	RemitDATA
DataCert	



David Swenson *Venture Partner*

Mr. Swenson joined SSM as a Venture Partner in 2007. He has over 20 years of private equity experience and has been involved in the healthcare industry for over 25 years.

Mr. Swenson co-founded and serves as General Partner of Coleman Swenson Booth (CSB), one of the first dedicated healthcare venture capital funds in the U.S. Founded in 1983, CSB has invested in over 80 healthcare companies, including Surgical Care Affiliates, Pyxis, Integrated Health, Long Term Care Group, Coventry and Vitas.

Prior to founding Coleman Swenson Booth (CSB), Mr. Swenson worked at Hospital Corporation of America (HCA), serving as Senior Strategic Planning Analyst and Chief Financial Officer, The Center for Health Studies; and Treasurer and Investment Manager, HCA Capital Corporation. Mr. Swenson has extensive experience in tracking emerging technologies and alternatives to hospital delivery of healthcare, analysis of hospital management companies, strategic planning, and financial analyses for corporate acquisitions and mergers.

Mr. Swenson has served on the boards of twenty-five start-up and emerging growth healthcare companies. He currently serves on the Board of Directors of NotifyMD, a provider of Internet-based physician practice communication services; and SleepMed, a sleep disorder management and treatment company. Mr. Swenson is a past Director of Pyxis Corporation. He received a B.S. from Austin Peay University and an M.B.A. from the Owen Graduate School of Management, Vanderbilt University.

PORTFOLIO

Current Representative Investments

ALL WEB LEADS– Online insurance lead generation
BLOODHOUND TECHNOLOGIES - Medical claims overpayment protection software
BULLDOG SOLUTIONS – Lead optimization and lead management solutions
CHRONICITY - Fibromyalgia/chronic fatigue and ADHD centers
CONNECTURE - Sales automation software for insurance companies
DATACERT – Electronic invoicing and legal spend management solutions
FRONTSTREAM PAYMENTS - Payment processing consolidation
HANDANGO - Provider of Mobile Content
PLAN EXPRESS - Construction document management
REMITDATA - Web-based revenue enhancement tools for physicians
SENIOR HEALTH HOLDINGS - Coordinated care for seniors
SERVIGISTICS - Service parts management software

Past Representative Investments

360 COMMERCE - Point-of-sales software for retailers (Sold to Oracle)
ACTIVE POWER - Flywheel energy storage systems (NASDAQ: ACPW)
AMERICREDIT - Consumer finance (NYSE: ACF)
ARCH WIRELESS - Wireless paging services (NASDAQ: ARCH)
BIO CRYST - Small molecule pharmaceuticals (NASDAQ: BCRX)
CENTRAL PHARMACY - Nuclear pharmacies sold to cardinal health (Sold to Bindley Western/Cardinal Health)
CHORDUS - Office furniture and cabinet distribution
DAZEL - Information delivery solutions to printers, fax machines, email and pagers (Sold to Hewlett-Packard)
DENTAL ONE - Dental practice management
DIRECT GENERAL - Non standard automobile insurance (NASDAQ: DRCT)
EMPLOYEASE - Human resource and employee benefits software (Sold to ADP)
FORGENT - Videoconferencing equipment (NASDAQ: FORG)
FUEGO - Enterprise process management software (Sold to BEA Systems)
HT MARKETING - Distributor of Hawaiian Tropic sun care products
KIRKLAND'S - Specialty retailer of home decor (NASDAQ: KIRK)
MOTIVE - Processes automation software (NASDAQ: MOTV)
NATIONAL MEDICAL SOLUTIONS - Wound care and disease management clinics
PASSPORT HEALTH - Healthcare insurance eligibility verification
TOBIN - Digital mapping for the oil and gas industry
TRUCKPRO - Distributes heavy duty truck parts (Sold to Autozone)
US RELOCATION - Employee relocation management



CONTACT US

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DIRECTIONS

From the Memphis International Airport:

Follow the airport exit signs to I-240 East. Bear right onto I-240 East and continue 9 miles to Poplar Avenue exit 15A, heading East towards Germantown. Continue East on Poplar, and turn right at the second stop-light into the parking lot of the Crescent Center building, located on the corner of Poplar and Ridgeway.

From Downtown Memphis:

Travel South on Riverside Drive along the Mississippi River until it becomes I-55 South. Continue on I-55 for 5 miles and bear left onto exit 6A, I-240 East (to Nashville). Travel on I-240 East and continue 10 miles to Poplar Avenue exit 15A, heading East towards Germantown. Continue East on Poplar, and turn right at the second stop-light into the parking lot of the Crescent Center building, located on the corner of Poplar and Ridgeway.

From Points East:

Travel West on I-40. At the I-40 and I-240 intersection, take the I-240 West exit towards Jackson, Mississippi. You will be heading South. Continue 3 miles on I-240 to Poplar Avenue exit 15, heading East towards Germantown. Continue East on Poplar, and turn right at the second stop-light into the parking lot of the Crescent Center building, located on the corner of Poplar and Ridgeway.