



New Healthcare Investment Banking Firm Emerges as Middle Market Competitor

Healthcare Firm Spins-off Financial Advisory Unit

FOR IMMEDIATE RELEASE – Atlanta, Georgia – April 22, 2010 – Coker Capital Advisors, LLC (“Coker Capital”) is announcing its official launch as a competitor in middle market investment banking for healthcare sector firms. The firm’s formation is a result of the spin-off of the financial advisory unit of its parent company, Coker Group, a market leader in consulting, finance and technology solutions to the healthcare industry.

Coker Capital’s core focus will be mergers and acquisitions, capital solutions, and strategic financial advisory for middle market healthcare companies. The firm will also continue to grow Coker Group’s financial advisory business, which has been a core function of the parent company’s operations for more than twenty years. In particular, the firm’s principals will focus on its traditional areas of strength, which include hospitals, health systems, and large physician practice groups, ancillary and outsourced service providers, medical products and equipment companies, and healthcare information technology companies.

The firm will be led by two principals, who include: John Reiboldt, who was the former head of Coker Group’s financial advisory business; and, Bo Hinton, who previously was with Carousel Capital, a middle market private equity firm based in Charlotte, North Carolina. Mr. Hinton will head up Coker Capital’s Charlotte office. The CCA team will also include a bench of experienced junior bankers representing many years advising healthcare firms.

“We are very excited about Coker Capital’s future prospects as well as our current mandates within the middle market healthcare sector,” commented Bo Hinton, Managing Director. “Our team members have built their careers within healthcare and we combine investment banking, private equity, and management consulting expertise to provide a differentiated perspective to the transaction process. In addition, our affiliation with Coker Group allows us to leverage the firm’s broader expertise and relationships for the benefit of our clients.”

John Reiboldt, Managing Director, at Coker Capital commented: “While many people are concerned about Wall Street or the uncertainty around healthcare reform in Washington, there are many business leaders throughout the country who are seeking growth or exit opportunities. Helping identify and execute the right strategy within an uncertain environment is where Coker has always served our clients best.”

About Coker Capital Advisors, LLC:

Coker Capital Advisors, LLC is a middle market investment banking firm providing mergers and acquisitions, capital solutions, and strategic financial advisory services to the healthcare industry. The firm specializes in services to middle market healthcare companies, including hospitals, health systems, and large physician practice groups, ancillary and outsourced service providers, medical products and equipment companies, and healthcare information technology companies. For more information, visit the Coker Capital Advisors website at www.CokerCapital.com.