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Hala Moddlemog to Headline Springboard Private Equity Capital Workshop:New York 2005

Recent sale of Church's Chicken worth \$390m to private equity firm will be profiled

New York, February 25, 2004 – Today, Hala Moddlemog will keynote the first Springboard Private Equity Capital Workshop:New York 2005 co-hosted by Springboard Enterprises, Women Presidents' Organization (WPO); Women Presidents' Educational Organization (WPEO) and McColl Garella. Hala, the first woman at the helm of a quick-service food company, recently oversaw the sale of the Church's Chicken restaurant brand to an affiliate of Crescent Capital Investments Inc for \$390 million.

"Gaining information about and access to the suppliers of equity capital can be a significant challenge for entrepreneurs," said Kay Koplovitz, chair of Springboard Enterprises. "By connecting with practitioners and hearing from successful business owners, women attending this workshop will learn key strategies, tips and tools for securing the funding they need for a successful expansion or liquidity event."

The Workshop also features panels of investment bankers, mezzanine financiers, venture investors and private equity funds as well as leading lawyers, accountants and investment advisors. The members of the Women's Association of Venture and Equity (WAVE) will co-host the luncheon program which includes an interview with Jeffrey Walker, Managing Partner of JPMorgan Partners (JPMP), JPMorgan Chase's \$25 billion global private equity group. The finale will feature the stories and insights from three business women who have done the deal.

"The fastest growing segment of the women's business sector are those companies with revenues in excess of \$1million", said Amy Millman, President of Springboard Enterprises. "Our goal is to provide these companies with the road map that will enable them to grow to be \$100 million businesses. "

The Workshop will address accessing private equity for business growth and or liquidity. The one day program is designed for later-stage women-owned and led companies looking for funding for growth or acquisitions, exploring recapitalization, or to purchase a company with an equity sponsor. The program will feature content, case studies and an introduction to the resources available to guide business owners through the process.

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