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May 2, 2001
HireStrategy Closes $1.15 million Financing Round
By Roy Mark

Online executive recruiting firm HireStrategy has closed a $1.15 million round of financing with Prime Assets, LLC, the private equity partner of The McLean Group, LLC. The funding will allow the Reston, Va.-based firm to continue development HireGuide, the company's proprietary software that facilitates the recruitment process.

"This investment will help HireStrategy achieve its goal of becoming a marketplace leader in the executive recruiting industry, while sustaining profitable operations and continuing to build value for our customers, shareholders and employees," according to Paul Villella, HireStrategy's president and chief executive officer. "We expect to license the HireGuide for release to the market by early 2002."

Braun Jones III, a principal at Prime Assets and The McLean Group said, "We are excited about the prospects of HireStrategy. Mr. Villella and his partners have assembled a solid team with vast industry experience. We have been impressed with their ability to execute a rapid growth plan while maintaining profitability in a tough economic environment. Best of all, the referrals we have sent them have achieved results and report back a very positive experience."

HireStrategy's recruiting teams are comprised of experts from the fields in which it specializes, including CPAs, MBAs, "Big Five" management consultants, technology sales executives and software engineers. HireStrategy's approach combines traditional recruiting methods with a Web-based solution.

"Prime Assets has many years of building successful businesses and profitable exit strategies for services firms in the technology industry. The McLean Group has marketplace depth and a strong reputation among middle market companies throughout the region. The principals of both organizations, coupled with their strong presence in the business community, will be a valuable resource for HireStrategy in the years to come," said Villella.

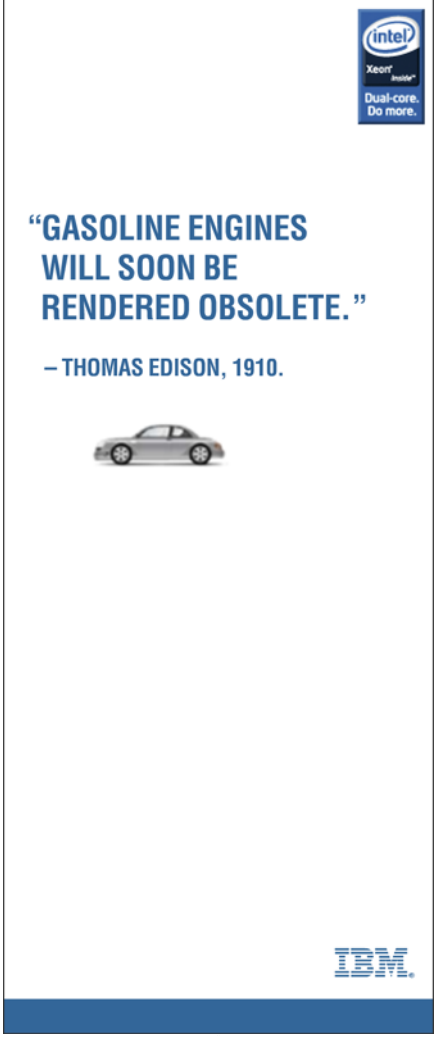
Prime Assets, is a merchant banking and private equity investment firm which invests in and provides advisory services to emerging growth technology companies in the Mid-Atlantic region. Founded in 1990, Prime Assets works closely with The McLean Group in providing investment capital and bridge financing to clients.

The McLean Group) is a McLean, Va.-based, privately-owned investment bank providing merging and acquisition, capital formation, capital finance, business valuation and litigation support services to middle-market businesses. Although the firm represents clients nationwide and around the world, most of its clients are based in the mid-Atlantic region and generate from $5-$200 million in annual revenues.

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