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Firm Announces New Name and Sets New Standard for Industry

Louisville, KY – April 17, 2006 – Many business owners are resigned to accepting poor results and the transaction-focused approach used by Business Brokers to promote high volumes of businesses hoping they sell one. Fortune Business Transfers & Acquisitions, formerly Sunbelt Business Advisors of Kentucky, is changing that mindset and raising the standards of the industry.

“A business should be conscientiously transferred from its current owner to a qualified buyer, capable of maintaining and advancing the success of the business. This is a process that requires a great deal of expertise, integrity and diligence,” said Brian S. Mazar, President of Fortune Business Transfers & Acquisitions. The industry has a 20%-30% average success rate for selling businesses. In contrast, Fortune Business Transfers & Acquisitions maintains a 90%+ transfer success rate by properly preparing each business and maximizing its market value prior to the transfer.

The name change to Fortune Business Transfers & Acquisitions better reflects the values and approaches of the firm. Where the industry has utilized terminology normally associated with the real estate business: listings, brokers, sales and appraisals, Fortune promotes: business offerings, advisors, transfers and valuations. Mr. Mazar feels that the complexity and uniqueness of the industry deserves a completely new standard. “Businesses do not sell, they transfer ownership. At Fortune, we act as advisors, not brokers, and we design solutions to execute business transfers for the mutual success of the owner and the acquiring company or individual,” stated Richard Stump, Managing Director.