



THE M&A ADVISOR AWARDS
2010 FINALIST



FOR IMMEDIATE RELEASE

**JD FORD & COMPANY A FINALIST FOR THE 9th ANNUAL M&A ADVISOR AWARDS FOR THIRD
CONSECUTIVE YEAR**

Denver, CO November 8, 2010 —JD Ford & Company was named a M&A Advisor awards finalist for the third consecutive year, and is up for awards in both the Consumer Product Deal of the Year and Environmental/Green Deal of the Year categories.

“It is an honor to recognize the achievements and accomplishments of JD Ford & Company,” said Roger Aguinaldo, CEO, The M&A Advisor. “In 2010, despite the continued challenging economic conditions, JD Ford has demonstrated that perseverance and performance lead to success in this market.”

JD Ford and Company CEO and Sr. Managing Director Joe Durnford said, “it is always an honor to be recognized by the M&A Advisor. We are happy to have had the opportunity to represent the shareholders of Sun Water Systems d/b/a Aquasana. We enjoyed helping them realize their personal goals while positioning the company for future growth and success under the ownership of Catterton Partners.” He added, “at JD Ford and Company it is our goal to exceed the expectations of both the buyer and the seller to obtain the best possible outcome regardless of market conditions.”

The 9th Annual M&A Advisor Awards and Summit is the original and premiere event bringing together over 400 of the leading M&A dealmakers, deal team members and key service providers in an exclusive gathering. The Summit will feature the industry’s leading M&A professionals including industry stalwarts Wilbur L. Ross, Robert “Steve” Miller, John K. Castle, John Borer, Charles W. Downer, Marshall Sonenshine and John “Jack” Butler keynoting and participating in exclusive interactive forums.

JD Ford & Company, L.L.C., is a specialized Investment Bank serving the needs of business owners, family offices and private equity investors. JD Ford works with business owners to create business value, access capital, develop exit plans, arrange mergers or acquisitions and coordinate the sale of a business; with family offices making direct investments in or acquiring growing companies; and with private equity investors to identify attractive opportunities for investment as well as achieve liquidity for prior investments. For further information please visit our website at www.jdford.com.

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