



FOR IMMEDIATE RELEASE

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January 16, 2013 – Portland, OR - Business Valuation Resources, LLC (BVR) has acquired the assets of EPM Communications, Inc., publisher of *The Licensing Letter* and other newsletters, reports, and studies. EPM co-founder Ira Mayer will continue to serve as President/Publisher of EPM, a division of BVR. The acquisition was announced by BVR CEO David Foster and President Lucretia Lyons, and Mayer.

BVR delivers authoritative market data, continuing professional education, and expert opinion to business appraisers, merger and acquisition professionals, private equity and venture capitalists, business brokers, CPAs, lawyers and judges, owners, CFOs, and others. BVR's Pratt's Stats database is the leading source of information about mergers and acquisitions for private companies.

"BVR's expertise is valuations," says Foster. "When you get down to it, that's a significant part of what EPM does for the licensing community with its retail sales data, contact databases, royalty rates, and deal listings. Meanwhile, EPM's consumer research provides context for the deal-makers we all serve."

"This is a win-win combination," adds Lyons, "where both entities bring new perspective and creativity to serve our clients' increasingly sophisticated information needs."

"My wife Riva Bennett and I founded EPM 25 years ago in our home," says Mayer. "We grew it well beyond our expectations (and out of our house!). And to continue to expand today we needed an infrastructure that takes advantage of digital opportunities — and editorial synergies beyond our own. That's what makes the BVR/EPM combination such a good fit."

The Licensing Letter will be little changed for readers; however, Mayer promises a host of new services and products will be made available in coming months.

"This deal came together very quickly," says Mayer, "but David and I have known each other for at least as long as EPM has been in business. He is highly regarded as an editor, entrepreneur, and visionary in the specialized information publishing community. Once we got to talking about joining forces, the conversation quickly morphed into what we can do together that we couldn't achieve independently. And Lucretia's ability to focus those discussions and direct them toward developing new, highly targeted services and publications, have invigorated all of us."

BVR is based in Portland, OR; however, EPM will continue to maintain its New York City headquarters. All contact information remains the same.