

PRESS RELEASE

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With Recession Fears on the Rise, HK Turnaround Launches Web Site Aimed at “Helping Companies Help Themselves”

Troubled Businesses Now Have a New “Online Turnaround Resource”

Phoenix, AZ, January, 2008 – www.hkturnaround.com, with offices in Phoenix and Tucson, is a new resource available to help struggling companies “stay in business and thrive.” HK Turnaround is the brainchild of best-selling author and serial entrepreneur Herb Kay and his team of consultants, including CPA Chris Linscott and MBA Carolyn Kraus.

Even though small businesses are the backbone of the U.S. economy, until now they have not had access to “big company” resources necessary if they stumble – which the majority unfortunately do: The Small Business Administration (www.sba.gov) states that one third of small businesses fail during their first two years of operation and over half fail by their fourth. HK Turnaround is filling the gap by providing crucial turnaround resources at a reasonable cost to help companies stay in business and thrive.

“We are not only helping people save their small to medium sized companies but also save their sanity, since our resources help them reduce the stress, worry, and sleepless nights caused by a struggling business,” states HK Turnaround president Herb Kay. “Business leaders simply can’t function at top levels when they are buried in stress. So, in addition to helping achieve financial viability, our turnaround services help businesspeople restore their quality of life.”

HK Turnaround provides both hands on consulting services as well as actionable, On Demand content such as webcasts and blogs at their new website www.hkturnaround.com. The webcasts in particular give businesspeople the “do it yourself” tools they need to fully understand the challenges that many troubled and underperforming companies face.

Michael Hannley, president and CEO of Bank of Tucson (www.bankoftucson.com) states “With the economy quite wobbly, so to speak, I believe that Herb and his colleagues are providing crucial turnaround services to businesses just in the nick of time. I know of many companies that could use the types of services that HK Turnaround provides, so I urge people to check out HKTurnaround.com.” Hannley is an expert guest featured in one of the HK Turnaround webcasts.



Based on their years of experience, HK Turnaround helps companies avoid bankruptcy - or at least turn it to their advantage. They can also ease their client's fundraising burdens, help them achieve business goals including profitability and growth, and re-establish their credibility.

Lowell Thomas, an attorney at top law firm Snell & Wilmer (www.swlaw.com) states "Having known the principles for years, as well as having reviewed their site, I really do believe that HK Turnaround is an exciting new offering. They know how to cut through the usual generalized and technically worded business offerings to help you identify longstanding problems and then aggressively prepare a practical and inventive plan to save your business."

Of course, many people offer to help companies in times of need, including business coaches, accountants, and lawyers. A number of things make HK Turnaround truly different:

- Their goal is to save a company or at least bring it to a strategic resolution,
- They support management – without supplanting it, and
- They make "big company" resources available to smaller companies

To discuss which of their services best fits your needs, please contact HK Turnaround Business Development Manager, Maris Jameson, at 1-800-221-5664 or maris@hkturnaround.com.

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