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PRESS RELEASE

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**SOUTH FLORIDA MANAGEMENT CONSULTING FIRM HELPS FLORIDA BUSINESSES IMPROVE
COMPETITIVENESS AND STAY AHEAD OF THE CURVE**

*Florida-Based Companies are Invited to Participate in Complimentary Benchmark Study and Benefit
from Customized Report Highlighting Savings Opportunities*

CORAL GABLES, FL (February 9, 2010) – Today’s economic pressures and competitive demands are requiring companies to more aggressively evaluate options to reduce costs and increase value from their back office functions. Coral Gables, Fla.-headquartered Auxis (www.auxis.com), a management consulting firm specializing in identifying and implementing cost effective operational performance solutions to its clients, urges business executives to aggressively pursue cost savings and productivity enhancement options now and stay ahead of the curve.

An increasing trend with mid market companies is the outsourcing and offshoring of key finance and accounting (F&A) processes. Recent studies of companies that have outsourced accounting functions have shown savings of 25 to 60 percent with payback periods of six to 18 months. Everest Global Research projects the market for F & A outsourcing services to grow by 20 percent in 2009 and reach \$2.5 billion. Since 2006, the fastest growing segment of the outsourcing industry has been F & A services.

To help companies obtain a better understanding of the potential savings opportunities, Auxis is inviting Florida-based companies to participate in a benchmark study to show the competitive cost structure within the Florida market and a comparative cost analysis to near-shore operations in Latin America. The study is taking place now through the end of March.

Participating companies will receive a complimentary copy of the report, which will provide detailed insights into labor savings opportunities; current labor benchmarking data for positions of similar responsibility and qualification requirements. Each participant will also receive a confidential, customized analysis for their company.

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Auxis is best known for analyzing a business’ operations and helping executives improve the competitiveness of their organizations by applying innovative strategies, processes, and technologies. Over the past decade, the firm has helped a wide range of companies in South Florida, from Fortune

100s to middle-market organizations, improve their cost structure and the effectiveness and efficiency of their back office operations. This has helped these organizations save millions of dollars.

Frank Villasante, president of High Standard Aviation (HSA), a Miami-based provider of aircraft parts repair services, was faced with a serious business crisis that could derail a \$40 million deal. HSA was in the process of a buyout, which required that they produce specific financial information regarding cost and revenues. The financial data was saved in an antiquated system that was extremely difficult to access and showed a lot of discrepancies. Without this financial information, the sale price would have been significantly reduced.

HSA brought in Auxis to analyze the system and its discrepancies. The Auxis team worked around the clock for several weeks and was able to identify the discrepancies, correct the findings and produce the financial information to validate the financial statements. The deal was finalized at the original price of \$40 million.

“For mid-market business cost savings, the F & A function looks particularly interesting to us right now,” said Raul Vega, Chief Operating Officer of Auxis. “Our recent experience with several Fortune 100 companies and national studies has been pointing to key opportunities, including outsourcing and near shoring in Latin America. We want to better understand and quantify what the opportunities are for South Florida companies.”

During the current climate of economic uncertainty, companies need to analyze what they can do to stay competitive to improve their cost structure and increase their operational effectiveness. Companies are being forced to do more with less. How can they function at a high level without sacrificing quality and structure?

“By participating in our study, local executives will learn more about their options and better understand the existing business environment,” said Vega. “This study may be the impetus a participating company needs to realize their operation’s future vision of a more scalable, focused, and lean organization.”

For more information or to register for the study, please contact Willie Rodriguez at willie.rodriguez@auxis.com or call (305)-442-0060.

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About Auxis, Inc.

Auxis, Inc. is a management consulting firm that specializes in improving business performance and creating profitable business growth strategies to help companies prosper. The firm's proprietary Growth Strategy, Business Transformation, and Outsourcing solutions help identify and implement specific, immediate, and practical solutions for cost savings and growth. Auxis clients benefit from working with a multi-disciplined team of professionals with years of in-the-trenches experience and a proven track record of results.

Founded in 1997, Auxis is headquartered in Coral Gables, Fla. with offices in Plantation, Fla., and Washington, D.C. For more information, visit www.auxis.com or call (305) 442-0060.

MEDIA CONTACTS:

Debbie Liebross
954-436-3644 office
954-224-5674 mobile
dliebross@bellsouth.net

Christine Dardet, APR
954-753-5038 office
561-866-7922 mobile
chris@dardetpr.com