

## **ROULSTON BUYSIDE RESEARCH ANNOUNCE PARTNERHIP WITH TATUM LLC TO PRODUCE MONTHLY BUSINES OUTLOOK REPORT**

### **FOR IMMEDIATE RELEASE:**

Cleveland, Ohio 2007 – Roulston Buyside Research, a network and research firm for buyside institutions, has partnered with Tatum LLC to produce abstracts of the business outlook from data collected by Tatum. Tatum is a nationwide firm specializing in the providing financial and information technology services and executive fulfillment to companies across the country. This joint effort with Tatum is a unique partnership that will provide a differentiated view of business trends - The Tatum/ Roulston Report.

In future months Roulston will release survey information in a timely way and provide our read on the data to help our clients. Roulston Buyside Research notes this leading industry data and their insights will give their network of investors' added predictive insight to business trends.

Tom Roulston, President of Roulston Buyside Research stated “we are thrilled to be partnering with Tatum to bring this data to our network. Over the past 7 years as Tatum has created a consistent and measurable feedback from the survey of their partners and professionals, we have found the correlation of their survey to be very predictive of government and other census data reported 1-3 months hence.”

“We have found most surveys, for example, do not identify a broad spectrum in volume of respondents, regionalism, company size or consistent respondents. In addition government results are usually reported 30-60 days after measurement period before revisions are made 30 days later. Most surveys' conclusions are thus old news, but more importantly have not had a predictive result on earnings trends. The Tatum/ Roulston Report is not constructed with these issues that may distort or delay results. Instead, it is timely and immediate, with a consistent survey constituency of professionals primarily operating in high levels in the financial and technology departments of companies where the rubber meets the road.”

“Our analysis shows the survey insightful for predicting current business trends and near term economic outlooks rather than identifying specific measurements. Future significant shifts are identified earlier.”

Tatum's Senior Partner, Sam Norwood, added, “Tatum is extremely excited to partner with Roulston to expose this insightful data to their network of investors so they can gain the benefits of our insights into business conditions combined with Roulston's insights regarding potential investment implications.”

### **About Roulston Buyside Research**

Roulston Buyside Research networks the institutional investment community through multiple communications medium to research and analyze companies and industries.

RBR networks traditional and non-traditional independent research sources to institutional investors and provides connections to industry resources, experts and other shareholders.

RBR organizes:

- Regional Idea Forums

- Monthly Roundtables with industry experts

- Introductions to research contacts, shareholders and channel checks

- An online platform for communications and discussions

- Annual Industry Vertical Summit

### **About Tatum**

Tatum is the largest and fastest-growing executive services and consulting firm in the United States helping companies in transition to accelerate business success and create more value.™ Through 33 offices nationwide, Tatum's more than 700 partners and principals provide strategic and operating leadership in finance and information technology. Tatum's uniqueness is in its ability to immediately mobilize and integrate the right leader or leadership team to assess, forecast, plan and oversee any business scenario. Founded in 1993, Tatum is based in Atlanta, Ga. For more information, visit [www.TatumLLC.com](http://www.TatumLLC.com)