



Press Release

Graber Associates LLC Adds Sarsha Adrian as Senior Research Consultant

Online Collaborative Payments Expert Joins Firm's Core Financial Services Team



Burlington, Mass. – July 14, 2009 - Graber Associates LLC, a public relations, marketing, and research firm serving financial services, technology providers, and small businesses, today announced that **Sarsha Adrian** has joined its staff as senior research consultant.

Sarsha is a pioneer in online collaborative payments. In 2003 she founded a cutting-edge web business-to-business payments company, Collaborative Financial Concepts (CFC).

That company's flagship product, Business Payment Connection, uses web technology in a secure environment to accelerate small business cash flow while enabling banks to build market share.

In May 2006, RightPath Payments incorporated CFC and Sarsha was named president. She remains an advocate for banking applications that address the needs of small business.

"The banking industry will play a key role in the country's economic recovery, and the engine of the recovery will be small and mid-sized businesses. That's where the wealth is built, that's where the jobs are created," said company president Ray Graber.

"Sarsha knows small business finance like the back of her hand. She has seen it from every angle, including her ten years as an entrepreneur. We're delighted that Sarsha has become a member of our team."

Prior to founding CFC, she was eBusiness Financial Network (eFN) Director for Primestreet, a Royal Bank of Canada start-up. The company provided open-finance infrastructure through a network comprising lenders and finance companies who offered a broad range of products and services across North America. Primestreet's eFN processed applications and provided online credit scoring and fulfillment.

Sarsha has more than 30 years' experience in technology, strategic planning, and business development working for leading companies like IBM. Her software systems development background eventually led to program management responsibilities. She has spent a substantial

part of her career advising early-stage and small businesses. Her most recent post was as a corporate banking analyst for Mercator Advisory Group.

About Graber Associates LLC

Graber Associates was founded in 2002 to bring expertise in **banking and technology** to clients in the financial services sector. Since then, the company has expanded to encompass the complementary disciplines of market research and marketing communications.

Graber Associates has also expanded to serve clients in **small and mid-sized businesses** in the technology and financial services sectors; public and nonprofit entities; professional services firms; and startup businesses.

Assignments have included product and services marketing; corporate treasury operations; product planning; M&A due diligence; and the full slate of corporate communications and media relations activities.

Graber Associates Contacts:

Ray Graber

President

ray@graberassociates.net

781-221-0018

Tom Burke

Vice President, Public Relations

tom@graberassociates.net

617-323-5694