



## **Virtus Financial Group Announces New Strategic Initiatives**

**– Strategic and organizational improvements enhance delivery of core offerings in private equity, capital formation and wealth management solutions for America’s most successful entrepreneurs and their families –**

**AUSTIN, TEXAS (February 12, 2008)** – Virtus Financial Group, the complete financial partner for America’s most successful entrepreneurs, today announced new strategic initiatives to enhance the delivery of its core competencies to its clients and investors: integrating private equity, capital formation, and wealth management solutions for accomplished entrepreneurs and their families.

“Accomplished entrepreneurs have a unique set of needs and aspirations when it comes to how and where they will invest. They often desire to invest not only their money, but also their time and vast experience to help create the next generation of accomplished entrepreneurs, while protecting and growing their own existing assets,” said Terrell Gates, Founder & CEO of Virtus Financial Group. “They need and want a financial partner who can consistently and seamlessly integrate their desires to invest in the best private equity investment opportunities while creating innovative wealth management solutions that take every aspect of their highly individualized scenarios into account, all in one location. Virtus is fully committed to meeting these needs, and our strategic and organizational improvements will enhance Virtus’ capabilities by focusing solely on what we do best every day.”

Virtus has consolidated its organizational structure to focus its resources exclusively on the following activities:

1. Comprehensive wealth management solutions for ultra high net worth and accomplished entrepreneurs;
2. Sourcing and making direct private equity investments in real estate and in mid-market operating companies; and
3. Providing optimal debt solutions for our clients, investment partners and portfolio companies.

As part of the restructure, the entity “Virtus Capital Partners” will be set aside, with its remaining purpose to oversee, monitor and harvest its existing investment portfolio, with no change or interruption to service therein.

Management structure has altered as well. Virtus Financial Group has already added to the senior executive team, filling all six key leadership positions, as announced in January. Jim O’Reilly, a co-founder of Virtus Capital Partners, is separating from Virtus Financial Group, although he will continue as a principal in “Virtus Capital Partners” along with Virtus Financial Group’s CEO and Founder, Terrell Gates.

Concluded Gates, “We have had great success to date at Virtus, but realize that in order to reach the next level we must continually evolve. We are confident that our clients, investors and operating partners will be pleased with the outcome, and we anticipate even greater success going forward.”

## **About Virtus Financial Group (Virtus)**

**Virtus Financial Group is the complete financial partner for America's most successful entrepreneurs.** Virtus integrates private equity, capital formation and wealth management exclusively for accomplished entrepreneurs and their families. Because accomplished entrepreneurs possess complex interrelated financial situations complete with illiquid or closely held assets, Virtus considers these holdings when managing a client's complete financial picture, and also partners with the next generation accomplished entrepreneur to make direct private equity investments in which its clients participate. Whether dealing with a wealth management client or making a private equity investment, Virtus is adept at providing optimal debt solutions to maximize the entire balance sheet.

As the accomplished entrepreneur's financial partner, Virtus accounts for every element of each client's financial situation by tailoring a complete array of solutions through a single unified channel, accessing the resources of many. Only Virtus' clients can have their wealth managed, optimize all of their holdings, plan for their financial future, and partner with a most adept private equity investor-- all in one location. Based in Austin, Texas and serving clients in the United States and abroad, Virtus' independence from particular products or services means that Virtus' recommendations are based solely on the individual client's best interest. For more information, please visit:

[www.virtusfinancialgroup.com](http://www.virtusfinancialgroup.com).