



## Third Creek Advisors Announces the Launch of StreetCheck

*Innovative C-Suite Tool to Predict Micro-Cap Financing Terms Featured in Upcoming Growth Capital Investor Webcast*

**Danville, Calif. —Oct. 8, 2013—**Third Creek Advisors, LLC (TCA) announced today the launch of its StreetCheck™ consulting service for micro-cap companies. StreetCheck provides C-suite executives with an unbiased assessment of how much capital a company can likely raise in the equity capital markets, using what financing structure, and on what financial terms—before a company even begins the capital-raising process. The results are based upon a proprietary weighted analysis of SEC filings, corporate history, and recent financings undertaken by similarly situated companies. StreetCheck solves a problem that has always plagued micro-cap companies: the corporate finance guidance they receive is often biased and unreliable.

“Officers and directors of micro-cap companies historically have not had access to unbiased, understandable market information about financing metrics for their companies, leaving them to speculate about important deal terms,” said Steven E. Siesser, Esq., Chair of the Specialty Finance Group at Lowenstein Sandler, LLP, and a national authority on micro- and small-cap corporate finance. “These companies are often forced to make important, and sometimes company-transforming corporate finance decisions on either imperfect or insufficient data; that’s why StreetCheck is a game-changer.”

Nearly 80% of U.S.-listed public companies have market capitalizations less than \$500 million, and 4 out of every 10 companies listed on NYSE, Nasdaq, and NYSE MKT are micro-cap companies. Many of these companies require serial infusions of growth capital to achieve corporate objectives, and raise an average of \$35 billion to \$50 billion annually. Despite the size of the market, informational inefficiencies persist.

StreetCheck doesn’t suffer from the conflicts of interest that are common in the micro-cap ecosystem. Since TCA is not a broker-dealer, StreetCheck is not rendered with the intent to garner subsequent transactional fees. TCA charges a simple fixed fee for StreetCheck; there are no ulterior inducements that affect the integrity of results. In addition to objectivity, StreetCheck was created by a leading corporate finance expert. TCA’s founder, Adam J. Epstein, is a former institutional investor, and author of a category-defining book about micro- and small-cap capital markets and corporate finance.

“Ultimately, StreetCheck’s financeability prognosis saves time and money—two things micro-cap companies can’t afford to waste,” commented Mr. Epstein.

Mr. Epstein will further introduce StreetCheck during a complimentary live [webcast](#) on October 10, 2013 at 11:00 a.m. PT, presented by finance publisher *Growth Capital Investor*.

**About Third Creek Advisors, LLC**

Third Creek Advisors, LLC (TCA) is renowned for helping small-cap companies solve capital markets and corporate finance problems that limit shareholder returns. TCA's innovative StreetCheck™ service provides micro-cap C-suites with an unbiased, cost-effective financeability assessment. TCA's singular, unconflicted approach to advising small-cap boards how to enhance shareholder value is complemented by demonstrated thought leadership—its founder co-managed a special situation hedge fund that invested in more than 500 small-cap financings, and is the author of the definitive book on the subject, *"The Perfect Corporate Board: A Handbook for Mastering the Unique Challenges of Small-Cap Companies"* (McGraw Hill, 2012). TCA is not an investor, investment advisor or broker-dealer. For more information, visit [www.thirdcreekadvisors.com](http://www.thirdcreekadvisors.com).