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Fellon-McCord adds Strategic Investment Partner **Baird Venture Partners acquires minority interest**

LOUISVILLE, KY – January 11, 2010 – It was announced today that Chicago-based Baird Venture Partners, the U.S. venture capital fund of Baird Private Equity, has acquired a significant minority interest in Louisville, KY-based Fellon-McCord, an energy consulting and management company. Fellon-McCord’s founders, Andrew (Drew) Fellon and John McCord, will maintain controlling interest and will continue to manage day-to-day operations of the company.

“I am very pleased to have a company such as Baird Venture Partners (BVP) invest in Fellon-McCord. This investment provides us with additional resources that enable us to continue to provide exceptional services to our clients as we grow our business globally,” said Drew Fellon, Fellon-McCord’s president and CEO. “BVP’s resources complement our existing corporate competitive advantages and will assist us as we work to further develop the best IT solutions for our clients, increase our already excellent research capabilities and have readily available capital resources as we continue to look to acquire new or existing businesses, all of which will fuel our future growth plans beyond what we would have accomplished on our own.”

It is particularly notable that, during one of the toughest business environments in recent history, Fellon-McCord has secured a partner in Baird Venture Partners that recognizes the continuing success of Fellon-McCord’s business and is willing and able to invest in its future.

“Baird Venture Partners has a long history of backing leading technology-enabled service companies,” stated Devin Mathews, Managing Partner of Baird Venture Partners. “Our initial interest in Fellon-McCord was based on its excellent reputation built over the past 17 years, its strong management team and its successful business model. The investment Baird Venture

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Partners made in the company supports both of our companies' goals for Fellon-McCord to become the most successful provider of energy management services in the world."

Baird Venture Partners is part of Baird Private Equity, the global private equity group affiliated with the 90-year-old Milwaukee-based investment bank Robert W. Baird & Co. (Baird). Baird's award-winning equity research department covers more than 600 public companies, many of which are in the industrial, commercial and clean technology sectors. Additionally, Baird Private Equity has a global team of professionals in nine offices across the United States, Europe and Asia, including operating professionals in China and India. Both of these attributes will have a key role in Fellon-McCord's plans to significantly grow its business operations, as well as expand its service and technology offerings.

About Fellon-McCord

Fellon-McCord is an energy consulting and management company working with its clients' energy procurement and facilities' engineering personnel to source the most economic and reliable energy supplies available. A pioneer in energy consulting and management since 1992, it focuses on the physical, financial, regulatory and legislative components of the global energy markets. Fellon-McCord's clients include leading automotive, building materials, chemical, food processing, aluminum and steel, municipal and institutional consumers. To learn more, log-on to www.fellonmccord.com.

About Baird Venture Partners

Baird Venture Partners, the U.S.-based venture capital fund of Baird Private Equity, makes venture capital investments in early- and expansion-stage business services and life sciences companies. Baird Venture Partners leverages its in-depth sector knowledge, experienced investment team and network of relationships to serve as a value-added partner for its portfolio companies. Baird Private Equity makes venture capital, growth equity and buyout investments in smaller, high potential companies in the United States, Europe and Asia. Baird Private Equity and its affiliates have raised and managed over \$2.6 billion in capital and invested in over 235 companies since the 1980s. For more information, please visit www.bairdventurepartners.com.

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