

FOR IMMEDIATE RELEASE

Media Contact

Wendy Gugora, Marketing Manager

Prairie Capital Advisors, Inc.

630.413.5574

wgugora@prairiecap.com

**PRAIRIE CAPITAL ADVISORS SELECTS CECILIA LOFTUS
TO START NEW PHILADELPHIA OFFICE**

CHICAGO and PHILADELPHIA – July 16, 2013 – Prairie Capital Advisors, Inc., a leading corporate advisory and investment banking firm, is pleased to announce it has hired Cecilia Loftus as Vice President. On the heels of Prairie Capital Advisors' launch of its Philadelphia office, Ms. Loftus will head up a variety of business development and growth initiatives centered on new and mature ESOP opportunities. The new Philadelphia office and the addition of Ms. Loftus are part of a larger initiative by Prairie Capital Advisors to expand our reach to prospective ownership transition clients and maintain optimal relationships with existing clients.

"What attracted us to Ms. Loftus is the depth of hands-on industry experience she brings to our team," said Ken Serwinski, CEO at Prairie Capital Advisors. "We've been experiencing significant growth over the last few years and having Ms. Loftus heading up efforts out of our Philadelphia office will be a tremendous asset. We know she will hit the ground running."

Prior to joining Prairie Capital Advisors, Ms. Loftus held tenure as Vice President at ESOP Economics where she was focused on mature ESOP issues involving repurchase obligation planning. She holds the qualified pension administrator (QPA) and qualified 401(k) administrator (QKA) designations from The American Society of Pension Professionals & Actuaries. Ms. Loftus is a member of the Finance Advisory Committee of the ESOP Association and formerly served as the Secretary / Treasurer of its Pennsylvania/Delaware Chapter. She received her B.A. from the University of Notre Dame and M.B.A. in Finance from LaSalle University.

About Prairie Capital Advisors

Prairie is an employee owned company that offers investment banking, ESOP advisory and valuation services to support the growth and ownership transition strategies of middle-market companies. Headquartered in Oakbrook Terrace, with offices in Atlanta, Chicago, Cedar Rapids and Philadelphia, the company is a leading advisor to closely-held companies nationwide.

###

