

Spire Equity, LLC Changes Name to GroundWork Equity, LLC, A Firm Dedicated To Business Acceleration

CAMARILLO, Calif., January 9, 2007 – The firm introduced its new name today, GroundWork Equity, LLC, a more accurate representation of the firm's brand and the services it provides. GroundWork Equity, LLC accelerates the growth of technology companies by providing strategic planning, execution and access to investment capital to help entrepreneurs and investors increase equity values for successful liquidity events.

"There is a tremendous opportunity in Southern California to accelerate business growth for technology companies by providing a well-defined vision, an effective strategy, strong capital resources, and an experienced team to execute the strategy," said Michael Edell, a founder and managing partner of GroundWork Equity. "Our new name more accurately reflects what we do."

About GroundWork Equity, LLC

GroundWork Equity, LLC accelerates the growth of technology companies by providing strategic planning, execution and access to investment capital. The firm often invests directly in companies or takes the lead in funding efforts by partnering with venture capital or accessing its network of private investors. For entrepreneurs and investors of select enterprises, the firm minimizes risk and accelerates growth through significant experience in strategic planning and execution by experienced CEOs, each successful in founding and creating substantial value. GroundWork Equity works primarily with technology-based companies and has a special interest in software, online, network, new media, communications and entertainment industries. For information call 805.383.6288 ext. 101 or log-on to www.GroundworkEquity.com

(30)

Contacts:

Patricia Spencer
Director of Marketing
805.383.6288 ext. 101
pspencer@GroundworkEquity.com

Phyllis Grabot
Corridor Communications, Inc.
805.341.7269
info@CorridorComms.com