



# Everingham & Kerr, Inc.

Merger & Acquisition Advisors focused on the Lower Middle Market

*Everingham & Kerr, Inc. is pleased to announce that*  
**David G. Rhoads Associates, Inc.**  
**has been acquired by Data Innovations, Inc.**



**Mt. Laurel, NJ – July 14, 2009**

Everingham & Kerr, Inc. announced today that David G. Rhoads Associates, Inc. (“Rhoads”) has been acquired by Data Innovations, Inc. (“DI”). Terms of the transaction were not disclosed.

Rhoads designs, develops and markets quality assurance, statistical analysis, and laboratory management software for clinical laboratories, which includes hospitals, reference laboratories and in vitro diagnostic manufacturers. Rhoads has been providing consultation, training, and products both directly to laboratories and to its partners for over 25 years. Over 2,500 copies of Rhoads’ EP Evaluator (EE) software are in use worldwide. The Company is headquartered in Kennett Square, Pennsylvania. To learn more about Rhoads, please visit [www.dgrhoads.com](http://www.dgrhoads.com).

DI, founded in 1989, is the largest clinical and blood laboratory middleware company in the world. It is headquartered in Burlington, Vermont with additional offices in Belgium, Brazil, China, France and the United Kingdom. For more information about DI, please visit [www.datainnovations.com](http://www.datainnovations.com).

Rhoads’ EE and DI’s middleware products, Instrument Manager (IM) and Laboratory Production Manager (LPM), are both targeted to the same market, but offer distinct and complementary features. “The Rhoads products, services, and personnel are an exciting addition to our company as we continue to pursue both our organic and inorganic growth strategies” stated Gregory Vail, President of DI. Dr. David Rhoads, President of Rhoads added “With the addition of DI’s resources, I believe we have positioned our unique products and services to go to the next level and I have committed to be with DI for at least 2 years to see that through.” “We strive to offer our customers the most comprehensive solutions to increase efficiency and improve workflow and the addition of EP Evaluator to our portfolio shows that commitment”, commented Hunter Bagwell, Sales and Marketing Manager of DI. “We look forward to integrating EE with DI’s middleware products, creating additional value when both are present”, stated Don Jarvis, Worldwide Director of R&D of DI.

Everingham & Kerr, Inc. initiated this transaction, acted as financial advisor and negotiated the transaction for David G. Rhoads Associates, Inc.

**For more information on this transaction, please contact Robert Everingham at [re@everkerr.com](mailto:re@everkerr.com) or 856.546.6655 x112.**

## **About Everingham & Kerr, Inc.**

Everingham & Kerr is a merger and acquisition advisory firm that specializes in providing intermediary services for lower middle market companies and entrepreneurs. The firm assists clients across all industries and offers various services including mergers, acquisitions, divestitures, valuations, transaction consulting and exit planning. The firm’s client base has included public and private corporations, investor groups, individual entrepreneurs, management buyout groups and family buyout participants. Everingham & Kerr’s focus is on providing lower middle market companies with highly professional services typically available only from large investment banks servicing much larger clients. The firm provides the resources and highly experienced personnel necessary to ensure maximum results produced efficiently and confidentially.

## PRESS RELEASE

*for immediate release*

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*Everingham & Kerr, Inc.*

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