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(Charlotte) – MidasNation™, a community dedicated to helping business owners and managers dramatically increase the value of their firms, is pleased to announce the formation of the Carolina's Midas Institute. The Midas Institute program leverages the expertise of Midas Mentors, successful owners and managers of companies, to educate and mentor high potential owners (Mentorees) of small-to-mid-sized companies so they can better compete in the global economy.

The Carolina's Midas Institute has attracted Midas Mentors from both states. These are Midas Managers who wish to coach and give back, both to better America and to help the region. The Institute also has attracted Mentorees which are business owners who desire to substantially increase the value of their businesses. Universities in both states introduce Mentors, Mentorees and students into the Midas program.

Students are taught and mentored on how to become successful in business and in life. The Private Capital Markets course, based on a textbook of the same name written by Rob Slee, founder of MidasNation, is taught on-line. This course teaches students how to make better investment and financing decision in private companies. Selected students are interned in mentored companies.

Carolina's Midas Institute also is partnering with a handful of professional firms that can leverage the message and membership of the Institute. Partners are law and CPA firms, banks and other financial institutions.

All of these various stakeholder groups benefit from the Midas Program. Universities create or enhance relationships with highly successful business people (often alumni) and the community. Faculty and students are able to tap these resources to learn real world business best practices. Mentors renew themselves in an energized environment; these people feel a need to re-engage the value-creating process and sense of community it provides. Mentorees are able to leverage the capabilities of the Mentors. This learning experience not only creates business value, it also provides a growth experience for the Mentoree. Chapter Partners strengthen their relationships with existing clients as well as

add new clients. Finally, the Institute is able to meet its larger goal of helping to re-conceptualize private business in the United States.

The Carolina's Midas Institute is one of a handful of regional Institutes being developed across the country by Rob Slee, a national leader in the private capital markets. Slee has written more than 200 articles on private markets, and is the author of three books: *Private Capital Markets*, *Midas Managers*, and *Midas Marketing*.

The Carolina's Midas Institute Founder and Director is Chris Bennett, an experienced entrepreneur, owner and investor in several lower-middle market companies. Bennett is also a Managing Director at Performance Capital Group, Ltd., an investment bank located in Charlotte, and holds positions as a board member in several private companies.

According to Slee, the Carolina's Midas Institute can make a significant impact in North and South Carolina because "the region will generate more competitive and ultimately more successful companies." Bennett adds that in addition to helping companies become more successful, "the Carolina's has one more tool to attract companies to the area."

The Carolina's Midas Institute will offer speaking events throughout the year including Slee's *In Search of the Midas Touch*. Presented at locations throughout the Carolina's, this program shows owners, managers and advisors to private businesses how to dramatically increase the value of these businesses – even in difficult times.

For additional information, please visit: www.carolinasmidas.com