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## **GENERAL CAPITAL PARTNERS ADDS INDUSTRY VETERAN TO HEAD NEW FRANCHISE & HOSPITALITY DIVISION**

*Bayless to focus on distressed M&A for franchise, food service and hospitality markets*

Denver, CO (May 10, 2010) – General Capital Partners (GCP), a national investment bank and turnaround management firm, announces that Brad Bayless, a veteran of the franchise industry, has joined GCP as senior vice president, managing principal, and head of the firm's new Franchise & Hospitality division.

"With the current market situation, we believe the next wave of restructuring will effect franchises and overall will continue to impact the markets tied to discretionary spending, such as retail, food and beverage and hospitality," says Greg Barrow, founder and managing director of General Capital Partners. "As the lending climate remains dry, many existing operators and developers are struggling to get traditional financing for expansion – couple that with a decline in spending and it's a recipe for trouble. We welcome Brad's expertise and we will be focusing our efforts more and more on assisting distressed, middle market companies in the franchise, food service and hospitality industries from both a restructuring and M&A standpoint, " says Barrow.

Bayless has nearly 20 years of experience in the franchise food and restaurant industry working in new market development, real estate, construction and operations, including working with troubled and distressed franchisees and operators and negotiating with lenders and landlords to restructure and salvage existing locations. Prior to GCP, Bayless developed the Southern Colorado and Dallas markets for a national franchise food operator, growing the portfolio to over 120 locations in 12 years. Bayless' expertise also includes more than 20 years of experience in the leasing and finance industry. His focus at GCP will be on managing the firm's new Franchise & Hospitality division and working with distressed companies in these sectors, including hotel franchise owners and operators, restaurant and hotel operators and real estate development companies. Bayless has a BS in Business Administration from Central Michigan University and an MBA in Finance & Marketing from the University of Minnesota.

General Capital Partners (GCP) is a leading investment bank and turnaround management firm serving distressed middle market companies nationwide. GCP offers specialized services including M&A, financial advisory and financial and operational restructuring services. For more information, please visit [www.GeneralCapitalPartners.com](http://www.GeneralCapitalPartners.com).

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