



Press Release

Athena Capital Partners Raises \$700,000 for CXA Group, LLC

Tampa, FL -

March 27, 2009 - Athena Capital Partners, Inc., a Tampa based investment bank, is pleased to announce the closing of \$700,000 in Series B Preferred membership interests for CXA Group, LLC ("CXA"), a provider of affordable Independent Supportive Living Residences for seniors. CXA recently closed on \$1.2 million of a \$5.0 million Series B round. Athena was successful in securing \$700,000 of the \$1.2 million. Athena is continuing to work with CXA to complete the \$5.0 million Series B Preferred round.

"We were able to secure this \$700,000 in financing despite the current difficult economic climate. Our experience navigating the process and challenges in equity financings enabled us to assist CXA with finding the right investors at the right time. We feel that this company brings a viable solution to the existing and growing demand for affordable senior living solutions with management who have been pioneering this industry for 30 years and continue to do so. We look forward to what CXA has to bring to the senior living landscape and look forward to working to assist them with their continued success," noted Kevin Cimino, CEO of Athena Capital Partners.

Rick Boehkle, CEO of CXA Group, believes CXA's relationship with Athena has just begun, "Athena Capital Partners was able to "step up to the plate" and already has raised \$700,000 for our company's \$5.0 million B Round of financing. With this \$5.0 million Preferred B Round, CXA is on target to open 50 affordable senior living centers within the next five years. We look forward to continuing to execute our strategy, working closely with Athena Capital to build our position as a market leader in affordable senior independent living."

Quick Links

www.athena-capital.com
www.cxagroup.com

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Member FINRA/SIPC

This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities.

The offer is made only by the Private Offering Memorandum.



CXA Group, LLC

has issued

\$700,000

Series B Preferred Member Interest

The undersigned acted as financial advisor to CXA Group, LLC.



ATHENA CAPITAL PARTNERS, INC.

Member FINRA/SIPC

About CXA Group

CXA Group is a nationwide developer and operator of affordable Independent Living Residences for seniors. CXA's founding principals, individually have over 30 years of executive industry specific experience. Through management of International Publicly Held Companies and successful maturity of Entrepreneurial Private Companies, CXA principals have pioneered new approaches to healthcare and retirement living facilities for our rapidly changing elderly population. Company executives have developed and operated over 450 Senior Living and Healthcare Facilities in 41 States through transactions valued at over \$2 billion dollars.

With an evolving perspective that began over 30 years ago, CXA executives first evaluated their residents in the Nursing Home Industry and realized that nearly 30% of them did not need the level of institutional service or expense of Nursing Home care. Responding to this growing need for a less costly and more residential living alternative in the late 1970's, the CXA founders defined, structured and pioneered the evolution of Assisted Living Facilities throughout the United States. The CXA Group was founded recognizing that today's Assisted Living Industry has left a new void in the Senior Living Industry. Our rapidly growing

seniors population is living longer and healthier lives yet desires increasing socialization, nutritional support, and mobility in a secure and affordable non healthcare living environment.

CXA has conceived and developed Crossage™ Supportive Living and is marketing these Residences under the Crossage brand identity. The identity subtly reflects the bridging of life's challenges during the aging progression in an environment without the stigma of historical institutional environments. The Residences and programs are carefully designed to ensure a high quality, affordable and efficient 'signature lifestyle'.

Athena Private Capital Raise Services

In this economic climate, many companies are seeking assistance in raising debt and equity financings for a variety of purposes. Athena is very active in the private placement of equity and debt including:

- Private Placements of Equity
- Subordinated Debt Financings
- Mezzanine Financings
- Asset-based Lines of Credit
- Senior-Term Loans
- Recapitalizations
- Private Investment in Public Entities (PIPEs)
- Equipment Financing

Our professionals have extensive experience in packaging and marketing companies to qualified targets, negotiating terms and transaction closing. Athena's direct access to thousands of lenders and investors allows us to leverage our relationships to successfully raise private capital on the best available terms for our clients.

Generally we look to partner with profitable businesses ideally having current revenues of \$5 to \$10 million or more.

For smaller companies and those in earlier stages of growth (that are finding it difficult to find investors on their own and are too small for most investment banks to engage) Athena is unique in that we offer specialized Consulting Services for early stage companies. These services may include assistance with the creation of a revenue model, proformas, marketing materials (for fundraising) and suggesting specialized targets or avenues for company management to approach. This assistance allows small or startup companies to be positioned to pursue their first rounds of fundraising, as well as allowing the company to grow large enough for Athena's direct involvement in later rounds.

All client engagements are treated with the utmost confidentiality.

About Athena Capital Partners, Inc.

Athena Capital Partners, Inc. is a licensed investment bank that specializes in: **(1) Merger & Acquisition Services** including recapitalizations, management buyouts, leveraged buyouts, sell-side or buy-side transactions; **(2) Private Capital Raise Services** including growth capital (equity and debt), PIPEs and public-to-private transactions; **(3) Restructuring Services** to distressed companies, including on-site turnaround management, in and out of court restructuring, raising fresh equity or debt capital and selling distressed assets. We also provide trustee and receivership services.

We have a team of seasoned professionals with years of experience in a variety of industries including dealerships, distribution, energy, health care, information technology, insurance, manufacturing, not for profits, real estate, restaurants, retail, staffing and others.

Athena, founded in 2002, is based in Tampa, Florida.

This release contains forward-looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, are forward-looking statements. The words "anticipate," "believe," "estimate," "expect," "intend," "may," "plan," "predict," "project," "will," "would" and similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain these identifying words. The parties may not actually achieve the plans, intentions or expectations disclosed in the forward-looking statements, and investors should not place undue reliance on the forward-looking statements. Actual results or events could differ materially from the plans, intentions and expectations disclosed in the forward-looking statements made by the parties. Important factors that could cause actual results or events to differ materially from the forward-looking statements. Athena assumes no obligation to update any forward-looking statements.

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