



The Lawn & Garden Lawn & Garden Performance

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The Lawn & Garden Performance Group, LLC Announces Partnership with Mergers & Acquisitions Expert, Alison Tanner

Gilbert, AZ –

The Lawn & Garden Performance Group LLC (LGPG) has entered into a marketing partnership with Alison Tanner. Ms. Tanner brings her expertise in the field of acquisitions, mergers, new business development, and financing to the LGPG team.

“The Lawn & Garden Performance Group is thrilled to be working with Alison Tanner in our mergers & acquisitions and business partnerships division. Alison is a true professional. We continue to provide our clients with the most outstanding and comprehensive mergers & acquisition and business partnerships services available within the lawn and garden industry,” said Rick Pontz, president, The Lawn & Garden Performance Group LLC.

Mergers and acquisitions expert Alison Tanner works with leaders of companies and divisions to ensure success during critical transactions and business initiatives such as acquisitions, mergers, new business line launches, and financings. Drawing upon her wide-ranging experience as both an investor and a senior corporate development executive, Ms. Tanner adds acquisition skills and insight in negotiating mergers and strategic alliances to The Lawn & Garden Performance Group LLC, creating an organization dedicated solely to lawn and garden industry Mergers & Acquisitions and Business Partnerships. Alison has led strategic planning, new business line development, mergers and acquisitions and strategic alliances for many corporations and previously spent thirteen years on Wall Street as an analyst and portfolio manager for companies including Salomon Brothers and Fred Alger Management.

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Alison then joined the successful turnaround team at Sensormatic Electronics Corporation, a global electronic security company, where she oversaw e-commerce and investor relations.

As Senior Vice President, Corporate Development and Chief Strategist for eDiets.com, Inc., a leading provider of online weight loss solutions, Alison led strategic planning, new business line development, mergers and acquisitions and strategic alliances. She implemented a paradigm-shifting diet licensing initiative that reached \$30 million in revenue, launched the award-winning *DeliciouslyYours* portion-controlled nationwide fresh meal delivery service and accelerated the company's entry into the corporate hosted services market through the acquisition of Nutrio.com.

Alison has served as both a state and a national board member of AeA, the leading U.S. technology trade association, and is a founder and board member of New World Angels, a Southeastern angel capital fund. She also sits on the board of the Enterprise Development Corporation of South Florida, a regional non-profit economic development organization that assists emerging science and technology companies, and the board of the South Florida chapter of the MIT Enterprise Forum. In addition, Alison serves as an instructor for FastTrac®, an entrepreneurship education program of the Kaufmann Foundation.

For more information about The Lawn & Garden Performance Group LLC, log onto www.lgpg.com.

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