



FOR IMMEDIATE RELEASE

**HBLA CERTIFIED PUBLIC ACCOUNTANTS, INC.
ANNOUNCES NEW BUSINESS PERFORMANCE SERVICE**

IRVINE, Calif. (October 22, 2009) – HBLA CPAs, Inc. announced today that it has launched a new business analysis service created to assist small-to-medium sized privately held businesses with identifying and improving key issues for business performance.

HBLA CEO Vic Hausmaninger explains, “We have been working diligently for the past year and half with our existing clients to help them weather the current economic challenges and found that by focusing on a few key performance indicators, we can assist business owners and executives by providing a fresh look at their operations. It all starts with digging in and taking an investigative hard look at their financial statements. With our experience in working with hundreds of businesses, and with the industry benchmarking data we utilize, we can quickly identify the areas where more insight and focus is needed to strengthen operations and procedures.”

Appropriately named “**Executive Insight**”, this new business analysis service from the consulting side of HBLA uncovers trends, exceptions and root causes that affect business performance, and allows management to take action quickly to create positive results.

“By defining and focusing on key issues for performance improvement, we help businesses assess what profit-making strategies their business needs most, and I have seen how much more effective it is for our clients to be able to focus on *current and future performance factors* rather than monitor performance for decisions made in the past,” explains Vic.

Executive Insight is now being offered by HBLA on a short-term consulting engagement based on a fixed fee of only \$995 including a free initial consultation and a special report of valuable insights and recommendations tailored to your business,

developed by HBLA Partner, Vic Hausmaninger. “We know that any business, regardless of industry, would find tremendous ROI based on the invaluable information they will receive,” he concludes.

HBLA has been serving privately held companies in Southern California since 1985 and is one of Orange County’s most respected accounting firms, offering services in accounting and auditing, tax preparation and planning, estate and business succession planning, and management consulting. Additionally, HBLA is an independent member of the BDO Seidman Alliance which broadens the breadth and depth of HBLA’s services and knowledgebase.

For more information about HBLA CPAs Inc., visit www.hbla.com.

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