

News Release



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FOR IMMEDIATE RELEASE

PPC'S GUIDE TO BUSINESS VALUATIONS DEBUTS IN 18TH EDITION;

Industry Luminary, James R. Hitchner, Who Helped Write the New AICPA Business Valuations Standards, Serves as Co-Author to New Guide

FT. Worth, TX, March 6, 2008 – Accounting professionals have long valued *PPC's Guide to Business Valuations*, but when its 18th edition makes its debut in April 2008, practitioners will have access to input from one of the world's leading valuation experts on the new standard. PPC is delighted to announce that the work of James R. Hitchner, who serves as co-author with Jay Fishman and Dr. Shannon Pratt, long-associated with the highly acclaimed *PPC's Guide to Business Valuations*, will appear in the newest edition.

A CPA/ABV and ASA, Hitchner is the Managing Director of The Financial Valuation Group, President of the Financial Consulting Group, and President of Valuation Products and Services. For six years, he was also one of only four members of the AICPA Business Valuation Standards Writing Task Force. According to Cliff Griffith, vice-president of product development at PPC/Thomson Tax & Accounting and also a co-author of the *Guide*, besides being a nationally recognized expert in valuation, Hitchner's involvement with the AICPA's new Statement on Standards for Valuation Services No. 1, *Valuation of a Business, Business Ownership Interest, Security, or Intangible Asset*, was "one of the keys to his involvement in our *Guide*."

Says Griffith, "For 17 years, *PPC's Guide to Business Valuations* has been a valuable tool for CPAs and other professionals who perform business valuations. The editors at Thomson Tax & Accounting considered it a high priority for our customers to have the input of an authority on the new standard, particularly one who actually helped write the guidance."

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Mr. Fishman and Dr. Pratt echoed those comments and added, “We’ve known Jim for many years and appreciate his contributions to the business valuation profession. We are very excited to have him join us in providing practical guidance to the thousands of professionals providing business valuation services.”

PPC’s Guide to Business Valuations has been an often-quoted source of business valuation guidance in numerous valuation reports and has been a suggested or required reference source by three of the valuation organizations. The soon-to-be-released 18th edition of *PPC’s Guide to Business Valuations* will include detailed guidance, practice aids, and illustrations to help CPAs comply with the new requirements of SSVS No. 1.

This edition will also include a significantly revised chapter on applying the income approach in valuation engagements, including current guidance on estimating equity risk premiums, tax-affecting pass-through entities, and using the Duff & Phelps *Risk Premium Report* data.

For further information on *PPC’s Guide to Business Valuations*, or to place an order, call 800-323-8724 or visit TTA online at <http://ppc.thomson.com>

**For an interview with James R. Hitchner or a PPC author, please contact Pam Bruno,
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