

## FOR IMMEDIATE RELEASE

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## SM&A Acquires ifour

NEWPORT BEACH, California, 26 October 2009 – SM&A (formerly Nasdaq: WINS), the world's foremost management consulting firm providing integrated solutions to PURSUE, WIN and PERFORM on competitive procurement projects, today announced that they have acquired **ifour**, headquartered in Vienna, Virginia, and specializing in market and opportunity competitive analysis and price-to-win. The acquisition will further bolster SM&A's position as a total solution leader in the government contracting market through all phases of the lifecycle.

**ifour** is the leading government competitive analysis and price-to-win consultancy and brings an impressive track record built upon an extensive reputation and repeat clients. **ifour** differentiators include experienced people, a consultative approach to tailoring client engagements, and use of open source, rigorously documented facts in their analyses.

Cathy McCarthy, president and chief executive officer of SM&A, commented, "We are delighted about this acquisition of **ifour**. This enhances our clients' business capture campaign prospects, which we believe will lead to increased win rates on competitive opportunities for our clients."

Gary Loyd, chief executive officer of **ifour**, said, "I see this acquisition as a perfect fit and a great opportunity to further expand SM&A's capture business across the entire project lifecycle. The **ifour** management team under the leadership of Jonathan Tarlin, Senior Vice President, is excited to offer our firm's solutions to SM&A clients to achieve our shared goals of improving our clients' success."

**ifour** is a management consulting firm focused on helping businesses win more work from federal, state and local governments through superior research and analysis, business development and strategy consulting, and targeted capture support for specific pursuits, including competitive assessment and price-to-win analysis. **ifour** offices are located at 8100 Boone Boulevard in Vienna, Virginia.

SM&A is a privately held management consulting firm founded in 1982. By providing strategic insight, capture and proposal management consulting, and comprehensive program services solutions, SM&A leads clients to Pursue, Win and Perform<sup>SM</sup> on competitive procurement projects. SM&A's corporate offices are located at 4695 MacArthur Court in Newport Beach, California. For more information, call 949-975-1550, email [clientservices@smawins.com](mailto:clientservices@smawins.com), or visit [www.smawins.com](http://www.smawins.com).