

*Today's Strategies*



*Tomorrow's Solutions*

**PALLAS  
PARTNERS**

For Immediate Release

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**Pallas Partners to Advise SHEEX**

**February 2, 2010** – Pallas Partners announced today an extension of its multi-tiered relationship with SHEEX Performance Sheets. SHEEX provides active lifestyle consumers with a superior alternative to traditional cotton sheets. Its next generation bedding products are designed to offer the finest in sleep performance and comfort. Pallas Partners will act as a Strategic Advisor to SHEEX, LLC and advise senior management in capital structures, marketing, strategic planning and corporate development.

SHEEX, LLC is a woman-owned business founded by Susan Walvius and Michelle Marciniak, two former women's basketball coaches at the University of South Carolina. Walvius and Marciniak were honored on Fortune's "Most Powerful Women Entrepreneurs" list in 2009. "The success we are seeing today could not have been accomplished without the strategic leadership of Pallas Partners, says Michelle Marciniak. We have added another winning member to our team."

"We are pleased to extend our initial contract with SHEEX. We view ourselves as one of SHEEX's most valuable assets as we have helped craft and develop a virtual manufacturing and distribution network of staff, vendors and distribution points. We are currently focused on bringing SHEEX international." stated Lewis Rudy, Pallas Partners President and Chief Operating Officer. "SHEEX is the first of what promises to be many clients that will benefit internationally from their relationship with Pallas."

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**About Pallas Partners**

Pallas Partners is a regional firm based in Louisville, Kentucky. We are a strategic advisory group focused on helping our clients achieve their goals and objectives with an emphasis on capital structure, operating efficiencies and revenue growth. Our team is comprised of multi-disciplined, senior level advisors with an average 25 years experience. Typical clients range from mid-sized, privately held companies to public corporations and governmental agencies that consider strategy and execution to be critically important now more than ever. [www.pallaspartners.com](http://www.pallaspartners.com)