

Contact: Susan Blakely, APR
Blakely and Associates (952-937-2869)
sblakely@comcast.net

FOR IMMEDIATE RELEASE

Darin Lynch Joins Platinum Group, a Transition Management Firm

Eden Prairie, Minn. (September 1, 2009) — Platinum Group, a transition management firm, announces the addition of Darin Lynch as a member. He will take CIO and senior leadership roles in privately held companies that are in a critical transition and provide leadership in integrating technology, business strategy and finance.

Since 2004, Lynch has been CEO of Irish Titan, a Minneapolis-based online technology firm offering a proprietary eCommerce platform, online strategy, online marketing, and website design and development. He brings 16 years of experience to Platinum clients in leadership of online strategy, business development and organizational alignment. He offers significant organizational, technology and e-Commerce retail expertise from previous positions, including CIO of 2nd Swing, Inc. and business systems manager of Wilson's Leather.

Lynch holds a bachelor's degree in management information systems from the University of Iowa and a master's in business administration degree from the University of St. Thomas. He is a member of the Turnaround Management Association and the Minnesota Interactive Marketing Association. He resides in Bloomington.

Founded in the early 1980s, Platinum Group is an interim management, consulting and investment group that leads privately held companies through critical transitions. The firm has invested in, managed and/or advised more than 800 companies in the Upper Midwest. Platinum Group was awarded the "Turnaround of the Year" award in 2004 and "Transaction of the Year" in 2008 by the Upper Midwest Chapter of the Turnaround Management Association. For more information, visit www.ThePlatinumGrp.com

#