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Sunstone Yoga Offers Consero Accounting and Financial Reporting Services to All Its Franchisees

Consero to streamline finance functions for Sunstone Yoga's corporate office and franchisees

AUSTIN, Texas, February 25, 2008 -- Consero Global Solutions, a recognized leader in finance and accounting (F&A) outsourcing services, announced that they will provide complete accounting and financial reporting solutions to Sunstone Yoga. Consero's solutions will be utilized by Sunstone Yoga's corporate office and its franchisees to drive consistent and cost effective accounting and reporting results.

[Sunstone Yoga](#) is a leading, innovative, cutting-edge center for fitness yoga with franchise opportunities available across the country. The company offers the highest quality of fitness-oriented instruction and teacher training available, with a dedication to superior operations and facilities, innovation and customer support.

"I needed a partner who could help us create a scaleable finance and accounting process not only for our corporate offices but also for our franchisees," says Brandon Hartsell, CEO at Sunstone Yoga. "Consero was able to provide a corporate accounting and reporting solution superior to that of local vendors and offer an equally effective solution to our franchise studio owners. Franchisees can now focus on growing their businesses and not worry about necessary, but non-strategic back office functions."

Working closely with Sunstone Yoga management, a dedicated Consero team delivered Sunstone Yoga franchises a standardized accounting and reporting solution customized to Sunstone Yoga's business processes. The turnkey Consero solution includes a standard, studio chart of accounts as well as dedicated staff trained to perform the daily sales accounting; accounts payable management; payroll accounting; monthly bank account and credit card reconciliations; weekly and monthly corporate revenue reporting; and sales tax filings for all of its franchise studios. Franchisees lose up to 25% of their time performing these activities on their own or pay unnecessarily high fees to local accountants or contractors.

"Sunstone Yoga takes the franchise model of creating an efficient, high value business opportunity for their franchisees very seriously" says Bill Klein, President of Consero. "Combining Sunstone Yoga's dedication to simplifying all aspects of the business process with the financial knowledge of our staff yielded a finance and accounting solution that is difficult to match in the franchising industry."

About Consero Global Solutions

Consero Global Solutions provides dedicated offshore staff to U.S.-based companies in search of financial planning and analysis, accounting, and business operations expertise. Utilizing Consero's offshore employees, customers gain the optimal combination of experience, quality, cost, and flexibility. With two engagement models – augmenting existing customer teams or taking ownership of entire finance and accounting functions – Consero delivers a full range of finance, accounting, and operations services including financial modeling, budgeting, forecasting,

variance analysis, general ledger accounting, fixed asset management, and more. Find out more at www.conseroglobal.com.

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