

# magus\* press release

## july 2007



### Strategic advice and equity fundraising for Alpha To Omega Motoring Limited ("a2om")

Magus Partners has advised the founders and shareholders of a2om on strategy and raising growth capital. The equity fundraising process has recently concluded whereby a private investor has injected significant funding to further develop the business.

a2om is a "next generation" driver education school. It has developed a "safe driving" education curriculum incorporating neuroscience and behavioural components. The a2om programme combines research and knowledge from Cranfield and Waikato (NZ) universities and involves senior figures from the Driving Standards Agency and Local Government driver education.

Nick Rowley, Group Managing Director said "We very much enjoyed working with Magus. They provided valuable strategic guidance and perspective during the early development stages of a2om and were instrumental in helping us to secure the development capital required for us to take the business to the next level."

Terms were not disclosed.

Further information about a2om can be found at [www.a2om.com](http://www.a2om.com).

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\*magus /'meiges/ n. (pl. magi) say may-jus  
1 (the (three) magi) the wise men from the east.  
2 a magician, master of the four elements, able to shift events in his favour. 3 known for great ability in the area of strategy, corporate finance and m&a