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Press Release

Source: Entrex

## Entrex Names Telecommunications Exec President

Tuesday October 16, 1:33 pm ET

CHICAGO, Oct. 16 /PRNewswire/ -- Entrex named Larry P. Roches, Chicago area veteran CEO, senior operating executive and serial entrepreneur, to the role of President and Chief Operating Officer.

Mr. Roches, 57, has a successful background as founder, board member, and executive team member of several growth oriented public companies and ventures. Following a term at IBM early in his career, he served in senior executive and leadership roles before, during and after IPOs at SSA (NASDAQ: [SSAX - News](#)) and Whitman-Hart. In 1998 he founded DBS Communications, Inc. -- a venture funded telecommunications firm at which he remains chairman.

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As leader at Entrex, a five year old organization aimed at providing a NASDAQ-like marketplace for private companies with \$5 - \$100 Million in annual revenue who are seeking growth capital, Mr. Roches will be responsible for capital formation, strategic direction and expanded operations development. Additionally, he'll oversee ongoing development of the Entrex sponsored Private Company Index (PCI) a proprietary market index used to measure overall growth, and decline, in the private sector which is recognized as a leading authoritative source on sector performance by practitioners in the financial markets.

Mr. Roches will also work closely with Entrex Chairman and CEO, Stephen H. Watkins, to cultivate relationships with Entrex Fund Partners; these include institutional financial institutions, asset managers and broker-dealer networks using Entrex Ensured Companies to build diverse private sector fund portfolios. The current focus is on operations related to the Private Company Composite Index (PCCI) Income Fund, a current income and royalty based growth fund.

"Having past business experience with Larry, I know he'll be a terrific asset to the Entrex team. We're ready to grow significantly in Q4 2007 and throughout 2008. He is the operator and the thinker that I want leading the team with me," shares Watkins.

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