



FOR IMMEDIATE RELEASE

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Contact: Diana Wood
Marketing Analyst
Newbury, Piret & Company, Inc.
617-367-7300 Ext. 106
dwood@newburypiret.com



**NEWBURY PIRET & CO. REPRESENTS
THE BEST OF BOSTON, LTD IN ITS ACQUISITION BY BOSTONCOACH**

Boston, MA – December 19 – Newbury Piret & Co. is pleased to announce that its client The Best of Boston, LTD, the leading New England destination management company (DMC) has been acquired by BostonCoach.

BostonCoach purchased the business from the current management team who will remain with the company and will continue to operate The Best of Boston as a separate business entity. Financial terms of the agreement were not disclosed.

BostonCoach is a global provider of ground transportation solutions and travel services for both leisure and business travelers in more than 450 cities worldwide. The company operates sedans, limousines, vans, minibuses and buses and provides a wide-range of transportation offerings including executive sedan, group transportation and road show services and full service special events planning.

The Best of Boston was founded in 1982 by Ellen Burnett and Linda Simon and is the oldest destination management company in Boston. The company specializes in the planning and execution of special events, meetings, tours, transportation and other ancillary services associated with group travel. A seasoned destination management company, The Best of Boston is the recipient of numerous awards and distinctions and ranks among the top 10 DMC's nationally.

One Boston Place, 28th Floor, Boston, Massachusetts 02108
T: 617-367-7300 F: 617-367-7301
www.newburypiret.com



“We are delighted to join BostonCoach. The Newbury Piret team provided exceptional support throughout the process. Their understanding of our business and their M&A expertise helped us bring this deal together” states Ms. Simon. “This will help our company continue to deliver the highest levels of service as well as focus on new opportunities. We believe that BostonCoach will provide helpful strategic expertise and resources to support our continued growth.”

Richard A. Vinci, Managing Director and Alan V. Fullerton, Vice President of Newbury Piret & Co., a leading Boston-based investment banking firm, represented The Best of Boston as exclusive financial advisor in the transaction. Richard Vinci said “Ellen Burnett and Linda Simon have done an outstanding job of building The Best of Boston into one of the world’s leading destination management companies. The acquisition by BostonCoach will provide the Company with the additional resources and added management strength to leverage its brand and to expand the scope of its service offerings.”

About Newbury Piret & Co.

Founded in 1981, Newbury Piret & Co. is a leading New England investment banking firm providing Corporate Finance services including, M&A, Financial Advisory, and Valuation services. Headquartered in Boston and independently owned, Newbury Piret is a NASD licensed broker dealer focused on Middle-Market Companies, the Private Equity Community and Business Owning Families. Newbury Piret is regarded as unique in providing strategic advice in M&A along with financing capabilities which support acquisitions, growth investments, and recapitalizations. Newbury Piret is one of New England’s Top Investment Banks in 2005 as ranked by the Boston Business Journal and an educational sponsor of Northeastern University’s Center for Family Business. Newbury Piret shares its observations about the M&A and capital markets through its Capital Markets Review. For further information, please visit <http://www.newburypiret.com>. Or call (617) 367-7300.