



Where accounting expertise meets small business needs

CONTACTS

Jerry Hammel
Director
Aliign, LLC
877.225.4446
jhammel@aliign.com

Kristy Short, Ed.D.
Public Relations
SAS Communications 360, LLC
734.481.0186
kristy@sascommunications360.com

NEWS RELEASE

FOR IMMEDIATE RELEASE

FORWARD-THINKING PROFESSIONALS LAUNCH NEW TECHNOLOGY-DRIVEN, FULL-SERVICE TAX & ACCOUNTING FIRM—[ALIIGN, LLC](#)

Firm offers one-stop shop for completely integrated and flexible tax and accounting services

Columbus, OH, December 21, 2009—Leaders from within Aliign, LLC, a professional services firm dedicated to the success of small businesses, today announced the firm's launch within the Indiana and Ohio markets. A spin-off of its parent firm—[Blue & Co., LLC](#), a top 100 CPA firm—Aliign is focused on the small business niche. [Aliign](#) provides an integrated suite of tax and accounting services offered within a highly advanced technology platform—providing clients with 24/7 web-based access to their financial documents and data.

“Our vision with Aliign is to offer small businesses a single source for all their accounting needs—including tax planning, full-service payroll, outsourced bookkeeping, and general accounting,” stated Jerry Hammel, director at Aliign. “Striving to offer clients maximum convenience, we provide our services within a highly advanced technology platform, which includes secure client portals, hosted QuickBooks®, and web-based payroll and bookkeeping. Clients enjoy anytime-anywhere, paperless access to their financial documents, as well as real-time access to Aliign professionals. It’s all at the clients’ fingertips!”

Aliign was developed as an alternative to larger firms—providing the same level of sophisticated services with a highly personal touch. Catering to small businesses, Aliign’s business model supports custom, technologically advanced service packages at an affordable rate.

“Aliign is unique in that we offer a full-line of services within an advanced web-based platform, while also supporting a personalized, one-on-one approach to working with our clients,” said Hammel. “We develop partnerships with clients—working side-by-side throughout the year to ensure that they understand their financial position. It’s not enough that we simply supply clients with documents; we want to make sure they understand the data in order to make sound business decisions,” said Hammel.

Aliign has plans to expand into the Kentucky market in Q1 2010.

About Aliign

Founded in 2009, Aliign is a professional services firm dedicated to the success of small businesses. Flexible service offerings enable clients to take advantage of a complete accounting solution or select individual services to meet their unique needs. The firm's service offerings include tax planning, full-service payroll, outsourced bookkeeping, and general accounting. We provide clients with a panoramic view of their financial position to support them in making sound financial decisions throughout the year and to prepare them for year-end. For more information, call **877.2 ALIGN** (877.225.4446).