



## **Innovaro Retains Merriman Capital as Their Capital Markets Advisor**

Tampa, FL -- (Business Wire) – January 24, 2012 – Innovaro, Inc (NYSE Amex: INV), The Leading Innovation Solutions Company announced that it has retained Merriman Capital as its capital markets advisor. In this capacity, Merriman will advise on all matters related to increasing shareholder value and expanding Innovaro's shareholder base. Asa Lanum Innovaro's CEO will present at Merriman Capital's 8<sup>th</sup> Annual Investor Summit, to be held in New York City on February 1<sup>st</sup>, 2012. The Innovaro presentation is scheduled for Wednesday, February 1, 2012 at 8:00 am ET.

"We are pleased to have partnered with Merriman Capital to assist Innovaro in financial planning and access to capital markets. We look forward to working with Merriman Capital to deliver the Innovaro value proposition to shareholders and potential investors," said Asa Lanum CEO at Innovaro.

### **About Merriman Capital, Inc.**

Merriman Capital, Inc. is an investment banking firm providing equity and options execution services, market making, and differentiated research for high growth companies. We also provide capital raising, advisory, and M&A services. Merriman Capital, Inc. is a wholly owned subsidiary of Merriman Holdings, Inc. (OTCQX: MERR) and is the leading investment banking firm for OTCQX companies. For more information, please go to <http://www.merriman.com>.

Merriman Capital, Inc. is a registered broker-dealer and member of The Financial Industry Regulatory Authority (FINRA) <http://www.finra.org/> and the Securities Investor Protection Corporation (SIPC) <http://www.sipc.org/contact.cfm>.

### **About Innovaro, Inc.**

Innovaro is The Innovation Solutions Company. The focus of our business is to help clients innovate and grow. Innovaro offers a comprehensive set of services and software to assure the success of any innovation project, regardless of the size or intent. The Company's unique combination of consulting services provides innovation expertise, its new LaunchPad software product provides an integrated innovation environment, and Intelligence and Insights services provide businesses the innovation support to drive success. For more information about Innovaro, please visit its website at [www.innovaro.com](http://www.innovaro.com).

### **Forward-Looking Statements**

Certain matters discussed in this press release are "forward-looking statements." These forward-looking statements can generally be identified as such because the context of the statement will include words such as "expects," "should," "believes," "anticipates" or words of similar import. Certain factors could cause actual results to differ materially from those projected in these forward-looking statements and these factors are identified from time to time in our filings with the Securities and Exchange Commission. We undertake no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. This press release is available on Innovaro's website [www.innovaro.com](http://www.innovaro.com).

Contact:  
Innovaro  
Tania Bernier  
[media@innovaro.com](mailto:media@innovaro.com)  
813-754-4330 x223