



Counsel ♦ Capital ♦ Connection

David M. Traversi
Chief Executive Officer
Traversi Capital Advisors, LLC (Member FINRA/SIPC)
71 Stevenson Street, Suite 400
San Francisco, CA 94105
(800) 689-7941
dtraversi@traversi.com

FOR IMMEDIATE RELEASE

Traversi Capital Advisors Adds Financial Services Veteran

Carl W. Stratton Joins Expanding Team as Managing Director

San Francisco, CA, August 26, 2011 – Traversi Capital Advisors, LLC (“Company” or “TCA”), which meets the strategic advisory and investment banking needs of small and middle-market companies with revenues between \$5 million and \$500 million, announced the addition of Carl W. Stratton as Managing Director. Mr. Stratton, who has been a member of the firm’s Advisory Board since inception, decided to take a more active role in TCA after the successful sale of his financial services business. He will be based in Philadelphia, and will provide senior leadership across all phases of the Company’s operations.

David M. Traversi, Chief Executive Officer, said, “I have known and worked closely with Carl since 1997. He was our Chief Financial Officer at Sirrom Capital Corporation, an NYSE-listed company over which I presided in the late 1990s and one of the largest providers of mezzanine capital in the country, and held the same position at PRE Solutions, the highly successful transaction processing company we subsequently launched in Atlanta, GA. His intellect, integrity, financial creativity, and rigor will add tremendous value to the platform we are building here. I am very happy he has decided to join us.”

Mr. Stratton added, “I am thrilled to be taking a more active role with TCA. The firm is ideally positioned to become, and is in fact rapidly becoming, one of the premier ‘boutique’ advisory firms in the nation. In the past several years, we have witnessed the most challenging business environment in eighty years. Times like these require the highest degree of financial acumen, creativity, and ability to execute, sometimes just to survive and always to thrive. At TCA, we bring those talents and skills to the industries we know best. Combined with our values-based commitment to providing institutional-quality services with the highest degree of integrity, we look forward to providing companies with precisely what they need, when they need it.”

investment banking private placements mergers and
acquisitions m&a restructuring executive advisory strategic advisory



Counsel ♦ Capital ♦ Connection

About Traversi Capital Advisors, LLC

Traversi Capital Advisors, LLC, the investment banking arm of Traversi & Company, LLC, founded in 1999, is an investment banking and executive advisory firm specializing in private placements of equity and debt, merger and acquisition advisory, restructurings, and executive advisory for companies with revenues between \$5 million and \$500 million in the following industries: Business Services, Financial Services, IT/Software, Manufacturing, Energy and Environment, Media and Entertainment, Food and Beverage, Real Estate and Building, Lodging and Hospitality, and Sports and Recreation. The Company maintains corporate offices in San Francisco, CA. Its phone number is (800) 689-7941. Its website is located at www.traversi.com.

###

investment banking private placements mergers and
acquisitions m&a restructuring executive advisory strategic advisory