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FOR IMMEDIATE RELEASE

Wall Street Veteran and Leading Executive Advisor Launches Investment Bank to Serve Small and Middle Market

Traversi Capital Advisors to Provide Private Placement and M&A Advisory Services

San Francisco, CA, September 27, 2010 – Traversi & Company, LLC, a leading provider of executive advisory services to companies across the nation, today announced it has formed Traversi Capital Advisors, LLC, to meet the investment banking needs of small and middle-market companies with revenues between \$5 million and \$500 million, including private placements of equity and debt, mergers and acquisitions advisory, restructurings, and executive advisory. Traversi Capital Advisors is a new member of FINRA (“Financial Industry Regulatory Authority”). The Company also announced it is building its resources in anticipation of significant expansion in 2011 and beyond.

David M. Traversi, Chief Executive Officer, has been providing investment banking and corporate advisory services to high quality companies across the U.S. for nearly 25 years. He has managed hundreds of transactions totaling over \$4 billion. In the 1990s, he was a General Partner of Montgomery Securities (now Banc of America Securities), where he headed up the Real Estate and Building group and co-headed the Financial Services Technology group. Since then, he ran one of the largest providers of mezzanine capital in the U.S., started several successful operating companies, and advised scores of companies and their executives in a variety of industries.

Mr. Traversi said, “Our Company has enjoyed tremendous success in the past decade, and we are proud to have added value to many companies in a wide variety of industries. Given most of our clients need investment banking services from time to time, adding these capabilities will be make us all that more valuable to our clients.”

He added, “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. We bring that to the table in the industries we know best - Business Services, Financial Services, IT/Software, Manufacturing, Clean Tech, Media and Entertainment, Food and Beverage, Real Estate and

**investment banking private placements mergers and
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Building, Lodging and Hospitality, and Sports and Recreation. 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.”

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.

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