

FOR IMMEDIATE RELEASE

Ridgefield CT and New York NY – June 15, 2009 – Southridge LLC Announces the launch of The Business Solutions Group and the Total Business Process Management platform.

Southridge LLC is pleased to announce the addition of The Business Solutions Group (“SBSG”) to their Financial Services Platform – a group dedicated to partnering with companies across multiple industries in the development, execution and maintenance of cost- effective business processes that both integrate and, in some cases, automate their front and back office. The Southridge Business Solutions Group, whose Principals bring with them an average of over 25 years experience, stands ready to partner with companies looking to streamline and formalize their business processes in an effort to create business continuity for years to come.

SBSG provides an integrated suite of offerings through its proprietary Total Business Process Management (TBPM) platform - a customizable turn-key program which builds upon proven methodologies for supporting businesses in five key areas : Capital Access, Business Strategy Development, Cost/Income Management, WEB Marketing and Human Resource Management. Utilizing a defined set of principles and networks, a dedicated SBSG Analyst will work with a company’s management to understand their business practices and existing processes, their challenges and their goals. From this understanding the Analyst will develop a framework within the TBPM platform that will best create efficiencies organization-wide. In addition, detailing processes through rigorous documentation enables organizations to meet other goals, including effective outsourcing and regulatory compliance.

“What makes the TBPM platform different is that it broadens the traditional advisory relationship beyond single issue analysis and solution identification; we partner with our clients and identify areas of inefficiency in existing business practices, develop solutions that will enhance existing processes, create a strategy for implementation and then, where most others stop, perform ongoing monitoring and optimization of these new processes in an effort to help imbue these changes into the culture of the organization ”, notes William Schloth, Chief Executive Officer of SBSG. “The Southridge Business Group provides the simplicity of one point of contact while managing the complexity of cross-organization issues critical to a

FINANCIAL SERVICES

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Company's success.””

Companies of all sizes and industries find themselves in a challenging position given today's economic climate to significantly improve their work flow processes so as to maximize company revenue while minimizing cost. Such challenges, if not addressed properly, can result in an inability to garner necessary capital financing, attrition of intellectual capital and a loss of competitive standing among peers. Since 1996, Southridge has developed expertise to address these issues through both their Fund Management and Financial Services platforms and established a broad network of best in class affiliations. It is with this combination of resources, experience and business understanding that SBSG has a competitive edge.

“We are very excited that we can now offer client's solutions from all areas of the Southridge platform [through one point of contact] with the launch of The Business Solutions Group. Given the challenges in the environment today, Southridge is perfectly positioned to offer services that will help maximize productivity while minimizing cost”, commented Stephen Hicks, Chairman and CEO of Southridge LLC. “A program like this is ideal for any size company looking to grow and create operational efficiencies in the current way they do business.”

About Southridge LLC

Southridge LLC is a diversified financial holding company offering a wide range of products and services, including Fund Management, Investment Banking, Merchant Banking, Wealth Management and Business Solutions. For more information please visit www.southridgellc.com