



**FOR IMMEDIATE RELEASE**

**SOUTHRIDGE ASSET MANAGEMENT, LLC. ANNOUNCES THE SUCCESSFUL INTEGRATION OF NEW ASSET MANAGEMENT TEAM IN NEW YORK OFFICE**

**RIDGEFIELD, CT., November 1, 2006 – Southridge Asset Management LLC.** (“Southridge”), a full service registered investment advisory firm, announced today that it has completed the successful integration of a new asset management team into its New York office. This group specializes in managing assets for high net worth clients, trusts and family offices, with a focus on long term growth and capital preservation. One particular area of emphasis is active fixed income management, and Southridge plans to further capitalize on this internal fixed income expertise across its other affiliate companies, including its related broker dealer, Southridge Investment Group, Inc.

This transaction furthers the growth of the Southridge group of companies, and achieves another milestone in the firm’s overall business plan of creating a diversified financial services platform which includes fund management, securities brokerage, investment banking and asset management.

**About Southridge Asset Management**

Southridge Asset Management provides investment professionals with the technology, research, products and support to help their clients achieve established investment goals and objectives. The firm’s pedigree is portfolio management for clients is part of the Southridge Group, which includes hedge fund managers Southridge Capital Management and Double Alpha, as well as brokerage and investment banking through its broker dealer, Southridge Investment Group.

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