



FOR IMMEDIATE RELEASE

Ridgefield CT, New Canaan CT – September 8, 2008 – Southridge Investment Group LLC is pleased to announce the addition of Crossroad Capital Partners to its group.

Southridge Investment Group LLC is pleased to announce that Crossroad Capital Partners (www.xroadcapital.com) has joined its Financial Services group. Crossroad Capital Partners represents both traditional core and alternative strategies from a focused group of investment managers. Most recently their focus has been working with Private Equity Fund Managers, including mezzanine, buyout, distressed and venture. In addition to Private Equity, they also work with a range of other investment strategies including hedge funds, real estate and various fixed-income strategies. The group typically works with teams raising funds of at least \$200 million. Representative fund managers include; Capital Partners, Fifth Street Capital, Saybrook Capital, Greyrock Capital, New York Life and CB Richard Ellis. In terms of investor clients, the group covers institutional investors, including Insurance, Endowments, Foundations, Family Offices and Pension Funds (public and corporate).

About Crossroad Capital Partners

Crossroad Capital Partners is a team of experienced investment professionals who represent a select group of high quality traditional and alternative investment managers. The team combines the service benefits of a boutique firm with the performance and infrastructure provided by established investment managers. Crossroad Capital Partners is associated with Southridge Investment Group LLC, a FINRA/SIPC member firm, and its registered investment advisor, Southridge Asset Management LLC.

About Southridge Investment Group LLC

Southridge Investment Group LLC is a full service FINRA/SIPC registered broker dealer and investment banking firm authorized to do business in all 50 states. The investment banking practice focuses on the sponsorship needs of small, medium and emerging growth companies as well as the needs of both institutional and individual investors interested in that segment of the market. The firm offers a full range of corporate finance services, including underwritings, M & A, financial advisory, valuations and private placements. The firm can also provide full service brokerage and trading services to individuals and corporate clients.

FINANCIAL SERVICES

SOUTHRIDGE INVESTMENT GROUP LLC IS AN SEC REGISTERED BROKER/DEALER, MEMBER FINRA/SIPC.
SOUTHRIDGE ASSET MANAGEMENT LLC IS AN SEC REGISTERED INVESTMENT ADVISOR.

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About Southridge LLC

Southridge LLC is a diversified financial holding company offering a wide range of products and services, including investment management, merchant banking, and investment banking. Southridge's offerings are delivered through two primary divisions, Fund Management and Financial Services. For more information, please visit www.southridgellc.com

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