



## FOR IMMEDIATE RELEASE

### **MATTHEW A. CARRARA JOINS SOUTHRIDGE ASSET MANAGEMENT LLC**

Ridgefield, CT and New York, NY – September 23, 2008 –Southridge Asset Management LLC is pleased to announce that Matthew Carrara has joined the firm as Chief Executive Officer, bringing 23 years of investment experience to the company. “I’m truly excited to be joining Southridge at this time. I believe we are in a unique position to grow the firm, both in terms of assets under management and talented investment professionals. The investment management landscape is being redefined each day and our boutique approach allows us the flexibility to adapt and prosper. We are committed to building a premier platform for our employees and our clients. ”, said Mr. Carrara.

Matt began his career with Morgan Stanley & Co., where he spent 10 years in the Institutional Equity Division, after which his experience includes eleven years with Deutsche Bank, where he held the position of Managing Director and Head of Global Equity Derivatives Sales and Trading in the Americas. Matt was also Managing Director at Everest Capital, a multi-billion dollar investment advisor with a focus on Global Macro and Emerging Market Investments, and most recently a Managing Director and Portfolio Manager with Carlyle Blue Wave Partners, a multiple strategy hedge fund.

Matt is a graduate of St. John’s University with a B.S. from the College of Business Administration. He is a member of The Chartered Alternative Investment Analyst Association.

#### **About Southridge Asset Management LLC**

Southridge Asset Management LLC is a Registered Investment Advisor providing consulting, advisory, and fee-based asset and fund management services. For more information, please visit: [www.southridgeasset.com](http://www.southridgeasset.com)

#### **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](http://www.southridgellc.com)

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#### **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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