



## FOR IMMEDIATE RELEASE

### JOHN N. MCVEIGH III JOINS SOUTHRIDGE ASSET MANAGEMENT LLC

Ridgefield, CT and New York, NY – January 05, 2009 – Southridge Asset Management LLC is pleased to announce that John N. McVeigh has joined the firm as co-portfolio manager and member of the Investment Policy Committee. John has more than 25 years of investment experience including the founding of an investment management boutique, Upland Capital Management LLC, which he managed from 1996 to 2008. At Upland, he provided discretionary investment management of balanced funds including the research, selection and monitoring of all equity and fixed income investments. Prior to Upland, he served the CS First Boston Corporation (“CSFB”), an international investment bank, for eighteen years, from 1978 through June 1995. As Director / Group-Head Preferred Securities he led the sales and trading activities of this \$90 billion market sector and managed substantial proprietary capital. His activities also included partnerships with Capital markets, Private Finance and Investment Banking in product development creating innovative financing solutions for clients such as Exxon, Sallie Mae, Citicorp, Union Carbide and The Hartford.

John received his Master of Business Administration (Finance) and Bachelors degrees from Syracuse University’s Whitman School of Management. His professional qualifications include successfully completing the NASD Series I, AMEX Put/Call Options, NASD Interest Rate Options, and NASD Series 63 Uniform Agents State Law Exam, NASD Series 24 General Securities Principal and the NYSE Series 12 Branch Office Managers Examinations. He is a member of the CFA Institute. Mr. McVeigh serves on the Advisory Board at Curran Partners, Inc and serves on the Board of the Ridgefield Boys & Girls Club where he chairs their Endowment Fund.

“We are pleased to welcome John to our team, John’s diverse background and expertise in investment and wealth management aligns well with our goal to serve our clients in the coming years.” said Matt Carrara, CEO of Southridge Asset Management LLC.

### 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)

### Contact

Matthew A. Carrara, CAIA  
203 702 1807 direct  
[mcarrara@southridgegroup.com](mailto:mcarrara@southridgegroup.com)

Gabrielle Guttman  
212 994 9878 direct  
[gguttman@southridgellc.com](mailto:gguttman@southridgellc.com) / [www.southridgellc.com](http://www.southridgellc.com)

### 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.

Executive Pavilion | 90 Grove Street | Ridgefield CT 06877  
MAIN 203 431 8081 FAX 203 431 8309

800 Third Avenue | 9th Floor | New York NY 10022  
MAIN 212 508 2100 FAX 212 508 2107

[southridgegroup.com](http://southridgegroup.com) | [southridgeasset.com](http://southridgeasset.com)