

FOR IMMEDIATE RELEASE**MICHAEL SELENFREUND JOINS SOUTHRIDGE INVESTMENT GROUP**

Ridgefield, CT and New York, NY – February 6, 2009 – Southridge Investment Group LLC is pleased to announce that Michael Seelenfreund has joined the firm as a Vice President. He comes to us from Matrix USA, LLC, with over nine years experience primarily focused on securities brokerage and account management. Formerly, Michael worked in the Financial Services industry at Oppenheimer. Prior to working in the Financial Services sector, Michael was part-owner of Quiltex, a nationally known child's clothing and accessories manufacturer.

Michael received his BA from Yeshiva University, and attended the NYU Graduate School of Business Administration.

Michael can be reached in our NY office at 212 508 2152 and via email at mseelenfreund@southridgegroup.com.

About Southridge Investment Group

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. For more information, please visit www.southridgegroup.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

Contact

William E. Schloth, CEO
Southridge Investment Group LLC
203 702 1802 direct
wschloth@southridgegroup.com
www.southridgegroup.com

Gabrielle Guttman
VP Business Development & Marketing
212 994 9878 direct
gguttman@southridgellc.com
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 | southridgeasset.com