



FOR IMMEDIATE RELEASE

MARC RIDDICK, CFA, FOUNDER OF RIDDICK CONSUMER STRATEGIES, JOINS SOUTHRIDGE INDEPENDENT RESEARCH GROUP

Ridgefield, CT, New York, NY -- June 22, 2010 Southridge Research Group is pleased to welcome Marc Riddick, CFA, the founder and senior analyst of Riddick Consumer Strategies, to its recently established full service, independent, institutional research platform.

Prior to joining Southridge Research Group, Mr. Riddick held the position of Managing Director covering the Consumer Discretionary and Consumer Staples sectors at CJI Capital Markets. Marc Riddick has 20 years of financial experience, and has spent more than a decade as a buy-side research analyst. He has worked with leading firms such as Scudder, Stevens and Clark, PaineWebber, Advent Capital Management, Mutual of America Capital Management and Value Line. Marc earned a BS degree in Business Management from the Pennsylvania State University. Marc is a member of the CFA Institute and the New York Society of Security Analysts.

Jack Murphy, Director of Research has stated, "Mark has extensive experience in his space and a great addition to our growing consumer franchise. His buy-side experience will prove invaluable."

About Southridge Investment Group (“SIG”)

Southridge Investment Group LLC is a full service registered broker-dealer and investment banking firm. 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. For more information on Southridge Investment Group LLC please visit www.southridgegroup.com.

FINANCIAL SERVICES

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SOUTHRIDGE WEALTH 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 Fund Management, Investment Banking, Merchant Banking, Wealth Management and Business Solutions. For more information please visit www.southridgellc.com.

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For more information on **Southridge Research Group** please visit www.southridgeresearch.com, or contact:

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