



BROAD OAK ADVISORS, LLC

Press Release

Veteran Wall Street Professionals Join Broad Oak Working Group

New York, NY, August 11, 2007 - Broad Oak Advisors, LLC announced today the addition of seasoned Wall Street professionals Brian K. Coventry, Professor Jeffrey J. Haas, and Andrew A. Reiser as working group members in its New York office. Broad Oak augments its investment banking capabilities by assembling and leading seasoned working groups of experts tasked to achieve client objectives. The composition of each such working group is customized by Broad Oak to address specific client needs. For more information please see: www.broadoakadvisors.com.

Brian K. Coventry is the director of investment banking and a principal of PIN Financial, LLC in New York. Mr. Coventry has over 21-years of Wall Street experience evaluating, structuring and executing corporate finance transactions and, during his career, has helped clients raise an aggregate of approximately \$1 billion in capital.

Professor Jeffrey J. Haas practiced corporate and securities law, with a primary focus on public offerings and mergers & acquisitions, at Cravath, Swaine & Moore and Latham & Watkins in New York City prior to joining the faculty at New York Law School in 1996.

Andrew R. Reiser is the managing director of Strategic Capital Management, LLC in New York. Mr. Reiser is a seasoned investment banker with decades of Wall Street experience and has led a number of high profile initial public offerings including InVision Technologies (now owned by General Electric) and The Source Interlink Companies.

About Broad Oak Advisors, LLC

Broad Oak Advisors provides financial and investment banking services to entrepreneurs seeking access to the capital markets. This includes business planning, building management teams, quantitative and pro forma financial analysis, investment risk disclosure, review of securities and corporate governance issues, and sourcing investment capital from a select group of trusted institutional partners. Through its extensive network, Broad Oak Advisors assembles and leads seasoned working groups of experts tasked to achieve client objectives in an expedited and efficient manner.

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