

PETER J. SOLOMON COMPANY HIRES VETERAN BANKER FREDERIC M. SEEGAL

February 18, 2009, New York, NY. PETER J. SOLOMON COMPANY (PJSC), a 20 year-old leading independent investment banking advisory firm, announced today that veteran M&A investment banker Frederic M. Seegal has joined the firm as a Senior Advisor.

Mr. Seegal, 61, has spent most of his 35 year banking career at Wasserstein Perella, where he served as President; and Salomon Brothers and Lehman Brothers, concentrating primarily on major media and telecom clients.

He worked with PJSC Founder Peter Solomon at Lehman Brothers and PJSC President Kenneth Berliner at Salomon Brothers.

“Fred Seegal is one of America’s most creative investment bankers,” noted Peter Solomon and Ken Berliner. “Among his responsibilities, Fred will support Rich Brail’s media banking efforts and will also work on financial institutions transactions with Senior Advisor Bob Glauber, former head of the NASD,” said Solomon. “Fred’s extensive relationships with chief executives and his valuable experience will enable the firm to broaden our advisory business,” commented Berliner.

“I have known and worked with Peter and Ken for most of our careers. They have created a great platform from which I can continue to provide objective and independent advice to my clients,” stated Seegal.

In recent years, Seegal has advised leading media, telecom & technology companies, including BellSouth, LIN Cellular, SBC Communications, Time Warner, EDS, Gannett, McCaw, AT&T, LIN Broadcasting, Infinity Broadcasting, Media General, Vanguard Cellular, Cellular Communications International, Viacom, Lycos, Geo Cities & Insight Communication.

Seegal is currently a director of Digital River, a global leader in e-commerce solutions for software and consumer technology, a trustee of New York City Center and The James Beard Foundation. He has also served as President of the American Ballet Theatre and a trustee of the San Francisco Opera, the Neuberger Museum and Southampton Hospital.

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Peter J. Solomon Company (PJSC) is a leading independent investment banking advisory firm headquartered in New York City. Founded in 1989, the firm provides strategic and financial advice to public and private companies on mergers and acquisitions, restructurings, recapitalizations and public and private financings. PJSC's practice covers a broad range of industries, including health care, industrial products, media and communications, retail, consumer products, apparel and direct marketing.

Through its Fairness Opinion and Special Committee Practice, PJSC advises Audit Committees, Special Committees and Boards of Directors on complex transactions where potential conflicts of interest exist. Because it does not underwrite or trade securities, publish research or invest or lend capital, PJSC provides independent, objective advice.