

## **PETER J. SOLOMON COMPANY HIRES SENIOR BANKER**

### **RICHARD S. BRAIL**

February 9, 2009. New York, NY. PETER J. SOLOMON COMPANY (PJSC), a 20 year old independent investment banking advisory firm, announced today that Richard S. Brail, 41, has joined the firm as Managing Director to head its media and communications advisory practice.

Chairman Peter J. Solomon said, "Rich Brail is a well-known and talented investment banker who has spent 18 years advising major companies. We are pleased to bring someone of his caliber to our firm to lead our media and communications practice."

Kenneth T. Berliner, PJSC's President, said, "We are delighted to have Rich join our firm as we continue to broaden our M&A and Restructuring practices."

"I was attracted to Peter Solomon Company by the character and integrity of the firm, its solid history and strong reputation for delivering high quality advice to its clients," said Brail. "I believe the media & communications sector will be very active for M&A and Restructuring and I am excited at the prospect of serving clients at PJSC," he continued.

An 18 year M&A veteran of Morgan Stanley, where he specialized in advising media and communications companies for the last 10 years, Brail has represented clients across a wide spectrum of industries including cable, satellite, broadband, digital media, publishing, education, filmed entertainment and exhibition, music, imaging, advertising, direct marketing, and broadcasting. He has also advised several international clients on cross border acquisitions in the U.S. and maintains relationships across the financial sponsor community.

Most recently, he has advised SIRIUS Satellite Radio in its merger with XM Satellite Radio; NDS Group plc in its take-private offer by News Corporation and Permira; Bertelsmann AG in its sale of Columbia House/Book of The Month to Najafi Companies; D&M Holdings, Inc., a Japanese audio equipment maker, in its sale to Bain Capital Partners, LLC; Sony/ATV in its acquisition of Famous Music from Viacom, to name a few.

PJSC's media practice grows out of its long affiliation with media starting with Peter Solomon's investment on behalf of a group in LIN Broadcasting Company; advising Viacom in its spin-off from CBS and the sale of Centennial Cellular, among others

Richard Brail is a graduate of the University of Pennsylvania where he received a B.S. in Economics from the Wharton School and a B.A. from the College of Arts and Sciences. He received his M.B.A. degree from Harvard Business School.

Inquiries may be directed to Diane M. Coffey, Managing Director, @ 212-508-1605; [dcoffey@pjsolomon.com](mailto:dcoffey@pjsolomon.com)

**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.