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LONGROAD CAPITAL PARTNERS ANNOUNCES ADDITIONS TO INVESTMENT TEAM

Stamford, CT (March 8, 2010) – Longroad Asset Management, LLC (“Longroad”) announced today the addition of four professionals to its investment team, following the closing of the firm’s third fund, Longroad Capital Partners III, LP. This expansion of capital under management resulted in additions to the investment team as follows:

Peter McLaughlin joins Longroad as the Director of Originations leading the deal origination network for the firm. Mr. McLaughlin has over twenty years of experience originating, structuring, and investing debt and equity in middle market companies. Previously, Mr. McLaughlin was the Head of Loan Originations at Gottex’s middle market private debt fund. He was also the Director of Originations at Contrarian Capital Finance, L.P. and a Senior Officer in the Capital Solutions Group at GoldenTree Asset Management. Mr. McLaughlin has also held positions at Wells Fargo Foothill, Crowe Capital and J.P. Morgan. Mr. McLaughlin holds a BA from Colorado College and an MBA from the University of Chicago’s Graduate School of Business.

In addition, Ross Sealfon and Brian Hong have joined Longroad’s Investment team, and Adrienne Cerulo has joined the firm as Controller.

Mr. Sealfon was formerly a Vice President at de Visscher, a boutique investment bank, where he was actively involved in executing mergers and acquisitions, debt and equity financings, and structuring financial solutions for middle market clients. Prior thereto he was a Senior Analyst in Ernst & Young’s Transaction Advisory Group and a Research Analyst for International Data Corporation focusing on the telecommunications and technology markets. Mr. Sealfon began his career at CMGi as a Business Analyst. Mr. Sealfon received a BA from Middlebury College and an MBA from Boston College’s Carroll School of Management.

Mr. Hong was formerly an Associate with General Atlantic LLC, a global private equity firm, where he evaluated and executed leveraged buyout and growth equity investments. Mr. Hong holds an MBA from The Wharton School at the University of Pennsylvania and a BA in Mathematics from the University of Pennsylvania, where he graduated summa cum laude.

Ms. Cerulo was formerly a Corporate Accountant at Weston Capital Management, a fund of funds. Prior thereto, she was a Senior Fund Accountant for Sageview Capital and a Business Analyst for UBS’s fixed income group. Ms. Cerulo received a BS, Masters in Accounting and an MBA all from the University of Connecticut.

About Longroad Asset Management, LLC

Longroad Asset Management is a private equity firm with over \$500 million in committed capital dedicated to investing in restructurings, turnarounds and other special situations. The Longroad investment strategy focuses on companies with strong fundamentals that are experiencing operating and financial problems. Longroad has formed new companies to purchase operating assets out of bankruptcy; purchased divested assets from orphaned divisions; and worked with management to recapitalize highly leveraged public and private companies. Longroad invests across industries in opportunities where it can enhance value through active ownership, utilizing the operating and financial restructuring expertise of its principals to improve the performance of its portfolio companies. For more information, please visit www.longroadllc.com.