



News Release

March 14, 2013

Ferndale Capital Management, LLC ("Ferndale") is pleased to confirm the first three additions to its Advisory Board in support of the Small Business Private Equity product's long-term growth prospects.

Recent additions include:

- *Brian Cousins*, a seasoned entrepreneur based out of Jackson, Wyoming
- *Ted Kiriazis*, Treasurer and partner of law firm Dold, Spath & Kiriazis, P.C. located in Detroit, Michigan
- *Robert Friedman*, a partner of law firm Olshan Frome Wolosky LLP located in New York, New York

Both Olshan Frome Wolosky LLP and Dold, Spath & Kiriazis, P.C. will provide legal services to Ferndale.

This initial composition has already begun to yield collaborative thinking across investment origination and due diligence while also providing general market awareness when applying an advisor's previous experience to a Ferndale opportunity. The evolving Advisory Board is not only a resource to Ferndale, but also owner-operators considering a sale transaction or a minority share sale.

About Ferndale Capital Management, LLC

Ferndale manages a \$1 million private equity fund focused on serving the needs of U.S. small business so that owner-operators have the opportunity to diversify their management team and maximize value before final exit. Ferndale will also consider minority equity investments (share buy-in's) to support a refinancing, pay a dividend and/or provide growth capital. The target size of investee companies is revenue of \$1 to \$5 million with at least \$250,000 of cash flow. To provide an efficient level of current income, Ferndale also manages a proprietary pool of high yielding blue chip equities and non-investment grade bonds and is considering expanding into direct lending for private company and residential real estate transactions.

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