



SILVERWOOD PARTNERS

**SILVERWOOD PARTNERS ADDS SENIOR CONSUMER EXECUTIVE TO TEAM
– BOB BURKE JOINS FIRM AS INDUSTRY ADVISOR**

SHERBORN, MA – January 12, 2009 – Silverwood Partners, a specialized consumer, technology and healthcare investment banking firm, announced that Bob Burke has joined the firm as an Industry Advisor focused on the consumer sector.

Mr. Burke has 25 years of experience in the natural and specialty products industry. He is the founder of Natural Products Consulting, a firm that provides strategic consulting services to start-ups, high growth, and mature companies in the natural and specialty products industry. Mr. Burke is also a member of the board of directors of the NASFT and a member of the Host Committee for the Organic Trade Association as well as an outside director of Stonyfield Farm, Stirrings, LLC, EcoFish, NutraBella, PMO/Wildwood, and tsp Spices. Additionally, Mr. Burke co-founded the "G.E.N.A." group; an association comprised of 13 leading New England/New York based natural products companies, and The Natural Products Consulting Institute, which publishes *The Natural Products Field Manual*, *Staking Out Space on the Supermarket Shelf*, and *The Sales Manager's Handbook*.

"Bob Burke brings to Silverwood a deep expertise in the natural and specialty products industry. His experience as both an executive and consultant to many of the industry's leading companies enables him to understand the opportunities and challenges facing firms within the industry as well as the strategic initiatives that maximize firm value. Bob is a strong addition to the Silverwood team and he emphasizes the firm's commitment to the consumer sector and the strong potential we see within the industry," said Jonathan Hodson-Walker, Managing Partner of Silverwood Partners.

"Silverwood Partners has a depth of understanding of the natural and specialty product industry that is rivaled by few other investment banks. As the U.S. consumer's consumption preferences continue to shift and people become increasingly health conscious, the natural and specialty products sector will continue to grow. The highly fragmented nature of the industry, interest in natural and specialty products from both strategic and financial acquirers, and the need for growth capital in the industry creates a significant opportunity for specialized strategic advisory and financing capabilities. I look forward to working as a Silverwood Industry Advisor to assist companies in successfully implementing their strategic initiatives," said Mr. Burke.

About Silverwood Partners

Silverwood Partners is a sector focused investment bank that provides M&A and private capital raising advisory services to information, communications, financial services, and digital imaging technology companies, and healthcare, industrial and consumer companies. Silverwood delivers acquisition, divestiture or corporate sale advisory, strategic-financial advisory and institutional financing services to companies in its targeted business sectors. For additional information, visit Silverwood's Website at www.silverwoodpartners.com.

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