



SILVERWOOD PARTNERS

***SILVERWOOD PARTNERS ADDS SENIOR CONSUMER INDUSTRY EXECUTIVE TO TEAM –
STEVEN L. BOCK JOINS FIRM AS INDUSTRY ADVISOR***

SHERBORN, MA – December 2, 2008 – Silverwood Partners, a specialized investment banking firm, announced that Steven L. Bock has joined the firm as an Industry Advisor focused on the consumer and industrial sector.

Mr. Bock has extensive experience as a senior corporate executive, an industry consultant, a private equity investor and as a corporate lawyer. Mr. Bock is principally focused on the consumer and industrial sectors. He is currently CEO, President and a Supervisory Committee Member of Rotobrush International LLC, a leading provider of home service business opportunities to service contractors. Prior to Rotobrush, Mr. Bock was Chairman, President and CEO of Unger Software Corporation, a provider of financial planning software to financial industry professionals. Before joining Unger Software, Mr. Bock was a consultant to early-stage companies. He served as a Director and Interim Chief Operating Officer of B2BVideo Network from November 2001 to May 2002. From December 1990 through July 2000, Mr. Bock was Chairman, Chief Executive Officer and President of Specialty Catalog Corp., a publicly traded direct marketer targeting niche consumer product categories through a variety of catalogs and E-commerce web sites. Prior to joining Specialty Catalog, Mr. Bock was an officer at investment holding and management firms and was a partner of a law firm. Mr. Bock holds a B.S. from the State University of New York at Albany, and a J.D. from Harvard Law School. Mr. Bock is a director of FalconStor Software, Inc., a publicly traded provider of network storage technology.

“Steven Bock brings a deep knowledge of the consumer sector to his role at Silverwood Partners. His experience spans all stages of company development from early stage to established, mature businesses and Steven has knowledge of multiple areas within the consumer industry. The consumer sector has been consistently associated with high rates of capital formation and consolidation through M&A. It is a natural progression for smaller consumer businesses to be acquired by larger concerns that can leverage existing customer and distribution relationships to accelerate market penetration,” said Jonathan Hodson-Walker, Managing Partner of Silverwood Partners.

“The consumer industry is a reflection of constantly changing trends and new ideas. The cost of market entry or new product development can be very high. It is frequently less risky for a larger business to invest in an acquisition of a proven business with accepted products and good distribution than to spend a like amount on development and marketing for unproven products. Silverwood Partners is a great complement for my experience and capabilities and I am looking forward to working with the firm,” commented Mr. Bock.

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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