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FOR IMMEDIATE RELEASE

Traversi Capital Advisors' Founder Advises Karlin Ventures, Dynamic New Early-Stage Investment Fund in Los Angeles

David M. Traversi Assists with Platform Launch and Serves as Advisory Board Member

San Francisco, CA, August 15, 2012 – David M. Traversi, Chief Executive Officer and Founder of Traversi & Company, LLC (an industry-leading executive advisory firm) and its wholly-owned subsidiary, Traversi Capital Advisors, LLC (a FINRA-licensed investment bank) announced the completion of the launch of Karlin Ventures (www.karlinvc.com), based in Los Angeles, CA. Traversi & Company developed the early-stage investment platform for Karlin Asset Management, a Los-Angeles-based private investment firm managing over \$1.4 billion of unleveraged capital, and managed the search process that resulted in the hiring of TX Zhuo as Partner to lead the platform. Mr. Traversi was also named as Advisory Board Member of Karlin Ventures.

Karlin Ventures seeks to invest \$100,000 to \$1 million per investment primarily in education technology, digital media, healthcare IT, and financial services, but considers opportunities outside those sectors as well.

Mr. Traversi said, "Our work in launching Karlin Ventures was immensely satisfying. We are excited with the launch, and I am excited about the opportunity to assist TX Zhuo on an on-going basis given the unique advantages the platform offers to entrepreneurs. First, we can act very quickly. Second, we invest with the mindset of a partner, offering support and resources long after initial funding. Finally, through our sponsorship by Karlin Asset Management, we have a broad and deep network in the investment and operating communities and are enthusiastic about sharing our network with the companies in which we invest. Karlin Asset Management also sponsors 20 Million Minds Foundation, a nonprofit foundation headed up by former California Senate Majority Leader Dean Florez, with a mission of supporting the creation, sharing, and proliferation of effective, affordable, and quality textbook content, embracing disruptive technologies, open educational resources, and new higher education models that

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bring together for-profit, nonprofit, and governmental entities. This relationship provides us a huge head start in the education technology and digital media sectors, in particular.”

About Traversi Capital Advisors, LLC

Traversi Capital Advisors, LLC, the investment banking arm of Traversi & Company, LLC, founded in 1999, is an investment banking and executive advisory firm specializing in private placements of equity and debt, merger and acquisition advisory, restructurings, and executive advisory (strategic advisory, strategic execution, executive coaching, and executive team building) for companies with revenues between \$5 million and \$500 million. The Company maintains corporate offices in San Francisco, CA. Its phone number is (800) 689-7941. Its website is located at www.traversi.com.

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