



NEWS RELEASE
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**ORION CAPITAL GROUP FOUNDER ANNOUNCED AS WINNER OF THE
M&A ADVISOR'S 40 UNDER 40 RECOGNITION AWARDS**

Menlo Park, CA July 27, 2010 -- Neil Shroff of Orion Capital Group, Inc. was announced as a winner of the 40 Under 40 M&A Advisor Recognition Awards on Monday, July 26 at the Inaugural 40 Under 40 Awards Gala at the Hollywood Roosevelt Hotel in Los Angeles, CA.

The M&A Advisor, renowned globally for its recognition of leading M&A, financing and turnaround professionals, created this event to promote mentorship and professional development amongst the emerging business leaders.

Neil has been chosen for his accomplishments and expertise from a pool of international nominees by an independent judging panel of distinguished business leaders.

"We've been recognizing transactions and teams for their achievements over the past decade. This is the first time we will be recognizing individuals — the up and coming leaders still under the age of 40 — who've been handling the M&A, financing and turnaround transactions behind the scenes. I am pleased to recognize Neil as a winner of our inaugural awards and bestow upon him The M&A Advisor's highest individual achievement," says Roger Aguinaldo, CEO and founder of The M&A Advisor.

On Monday July 26th, The M&A Advisor hosted a televised black tie Awards Gala at The Hollywood Roosevelt Hotel in Los Angeles to introduce the 40 Under 40 Award winners to the business community and celebrate their achievements.

Orion Capital Group is a San Francisco Bay Area based Merger and Acquisition (M&A) advisory and brokerage firm focused on selling businesses valued between \$3 million and \$50 million to private equity groups and strategic buyers worldwide through a specialized sell-side process using superior marketing, skilled negotiation and extensive deal experience to provide you with the exit our clients envision.

Since 1998, The M&A Advisor has been connecting professionals in the mergers and acquisitions, distressed investing and related financial industries through its leading conferences and awards galas, M&A Alerts newsletter and online community.