

FOR IMMEDIATE RELEASE

## IMPETUS CAPITAL ANNOUNCES NEW ADVISORY BOARD

*Board brings added financial, operational and industry expertise to capital and advisory services firm.*

NEW YORK, Feb. 9, 2011 – The small business sector have some powerful new allies.

Impetus Capital – a leading provider of advisory and capital services to small businesses – is pleased to announce the inauguration of its new advisory board. Bringing together leaders in the fields of capital markets, operations and finance, the board will provide pertinent experience and proficiency geared toward assisting the small business sector.

Lending their expertise and network of contacts to the Impetus advisory board alongside founder and president Patrick Persons are:

- **Gustavo Dolfino**, *founder and CEO of The WhiteRock Group*. Mr. Dolfino is an accomplished senior executive and global financial services professional with experience leading complex, financial businesses. With his significant portfolio management, risk management, trade execution and marketing expertise, Mr. Dolfino has overseen the strategic direction and management of traditional and global alternative businesses valued at more than \$12 billion. He is credited with developing institutional capabilities in areas such as structured products, derivatives, emerging markets and global macro-currency research.
- **Robert Bland**, *former vice chairman of Ann Taylor*. A retail industry advisor and consultant with more than 35 years of apparel and specialty retail operating experience, Mr. Bland navigated Ann Taylor through its initial public offering and presided over Ann Taylor's remarkable three-year period of growth, which included a net addition of 100 stores and a \$210 million increase in sales. Mr. Bland has also led major turnarounds and repositioning of small to mid-cap retailers, including Urban Brands, J. Silver and Dots.
- **Mike Gorin**, *former chief financial officer and vice chairman of Aeroflex*. Proficient in mergers and acquisitions, finance and operations, Aeroflex sales grew from \$6 million to \$463 million during his 20-year tenure with the company. In addition, Mr. Gorin led the company through the successful completion of 18 acquisitions, as well as dispositions of three non-core businesses during that period.
- **Shazi Visram**, *founder and CEO of HAPPYFAMILY Brands*. HAPPYFAMILY is a pioneer in the premium infant baby food sector. Under Ms. Visram's leadership, it has become the leading brand in the space while maintaining a private corporate structure. In a prior venture, Ms. Visram built Maven Marketing, a media buying and marketing consultancy that focused on helping small businesses grow their brands.

"The new Impetus advisory board brings invaluable business savvy and acumen to the proposition of helping small businesses address the full scope of financial, operational and marketplace challenges," says Mr. Persons. "Their experience successfully running and growing businesses, creating strong capital

structures, and sourcing capital has been tested and proven—and that provides our clients with quantifiable value.” Mr. Bland adds: “Impetus Capital continues to do what others could not – meet fundamental needs of the small business sector, specifically providing access to capital and expertise, at terms that are effective for them”

Small businesses seeking capital – as well as investors looking for access to sound investment opportunities – are encouraged to visit [www.impetuscapital.com](http://www.impetuscapital.com) or contact the firm directly.

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*Contact:*

*IMPETUS CAPITAL, LLC*

*Lourdes Rodriguez – Media Relations*

*145 West 57<sup>th</sup> Street*

*16th Floor*

*New York NY 10019*

*(212) 258-2782*