

## Press Release

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*For Immediate Release*

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### **THE SILVERFERN GROUP EXPANDS MERCHANT BANKING TEAM – VAN ROBBINS JOINS AS MANAGING DIRECTOR**

San Francisco, CA September 8, 2010 — The Silverfern Group, Inc. announced today that it has continued the expansion of its senior merchant banking team with the addition of Van Robbins to lead Silverfern’s Consumer Merchant Banking Group.

Van brings over 14 years of financing and Mergers & Acquisition experience to the Silverfern team. Over his career, Van has advised market-leading companies in the restaurant, retail and ecommerce sectors, and has worked closely with key investors in those sectors.

Prior to joining Silverfern, Van was the Head of the Restaurant Group at Cowen & Company where he achieved a leading market share in equity raised within the sector. He was previously a member of the Consumer investment banking groups at Robertson Stephens and Thomas Weisel Partners and began his career in finance in the Consumer Group at Montgomery Securities.

Based in San Francisco, Van leads Silverfern’s Consumer Merchant Banking business focusing on restaurant, retail and other consumer opportunities.

Silverfern Chairman & CEO Clive Holmes said “The addition of Van as a senior consumer banker is an important development for Silverfern’s business as our Clients pursue increasingly attractive investment opportunities in the consumer sector. At a time when proprietary deal origination is more valuable than ever, Van’s consumer focused CEO-level relationships are a strong competitive advantage for our Clients to draw upon”.

#### **About The Silverfern Group, Inc.**

The Silverfern Group, Inc. (Silverfern) is an independently-owned Merchant Bank specializing in originating and structuring proprietary (non-auction) buy-side Mergers & Acquisitions opportunities, and through its affiliates Silverfern Co-Investment Partners and Silverfern Debt Advisors in making private equity co-investments and debt investments with relationship private equity firms worldwide. Silverfern’s senior merchant bankers deliver a compelling competitive advantage to its Clients – combining exclusive access to robust proprietary deal flow and leading managers with the highest levels of Wall Street advice, analytical support and negotiating deal experience. The Silverfern Group, Inc. is a U.S. Broker-Dealer. Member FINRA.

Additional information is available at [www.silfern.com](http://www.silfern.com)

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