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Contact: Brian Smith
Managing Partner
LCG Capital
(813) 226-2800
brian@lcgcapital.com



LCG Announces the Appointment of Heather Long as a Senior Vice President of Business Development

Tampa, FL (October 26, 2011) - LCG Capital, a leading transaction advisory firm today announced the appointment of Heather Long as Senior Vice President of Business Development. Ms. Long, will be responsible for identifying potential advisory opportunities for LCG as well as assisting with transaction analysis and execution for corporate clients, throughout the state of Florida.

Ms. Long brings over 15 years of commercial lending and corporate finance experience to LCG, having held various positions within Regions Bank, Bank of America and SunTrust Bank. During her banking career, she helped facilitate numerous transactions with equity and investment banking partners by providing senior debt and lines of credit. Areas of expertise include working capital lines of credit, asset based lending, construction lending, CRE term loans, foreign exchange hedging, interest rate hedging, M&A advisory, equity offerings, private equity, mezzanine financing, ex-im finance and treasury management.

Prior to entering the banking industry, Ms. Long worked at Morgan Stanley in New York, where she was responsible for marketing equities to Financial Advisors at the firm. Ms. Long specialized in technology stocks during the Internet boom of the late 1990s, but also had a comprehensive understanding of the companies covered by Morgan Stanley equity analysts, as well as macroeconomic factors impacting the markets.

Ms. Long graduated from the University of Florida where she received a Bachelors of Arts in Mathematics and an MBA with a concentration in Finance, as well as a Masters of Exercise and Sports Science.

Brian Smith, Managing Partner of LCG Capital stated "With Heather's extensive relationships and considerable banking experience, she'll be a great addition to our team. We're particularly excited about the value she can add to our practice of arranging bank financing under the most competitive and favorable structures."

Ms. Long stated "Working in banking in the Tampa Bay market for many years, I have had the opportunity to get to know the leaders at LCG – and I just knew there would be a fit for me with the firm. They are aggressive at finding capital and growth financing solutions for their clients,

and maintain the highest standards and ethics. I look forward to bringing my knowledge of commercial banking and my love of working with clients to the LCG team. LCG has an excellent value proposition and has many resources to assist a business with navigating the economic challenges, so I look forward to working with the team.”

About LCG Capital

LCG Capital Advisors, LLC a FINRA registered broker-dealer and SIPC member firm, provides a broad range of transaction advisory and investment banking services for its clients including debt and equity placements, debt refinancing, corporate mergers, acquisitions and divestitures, recapitalizations, capital restructuring, distressed advisory, creditor advisory, and certain other investment banking, financial advisory and consulting services. For more information, visit www.lcgcapital.com or call 813-226-2800.