



Press Release

New Company Launch: Woodbine Associates, Inc. Capital Markets Research and Advisory

Firm to focus on strategic issues, trading, market structure, regulation, and related issues confronting firms active in the capital markets and their supporting vendors.

Stamford, Connecticut, February 12, 2009 -- Matt Samelson, former analyst at Aite Group and financial services professional with over twenty years of varied industry experience, announces the launch of Woodbine Associates, Inc. (<http://www.woodbineassociates.com>). Woodbine Associates will publish in-depth, unbiased, industry-level research and provide a range of consulting services to buy-side firms, sell-side firms, trading venues, and vendors supporting these entities.

"Our key differentiators will be the experience-level and skill sets of our analysts and our focus on business drivers," said Samelson, "we will provide more tangible, industry-specific insight than pure strategy firms and have a less technology-oriented focus than other providers of research and consulting."

Woodbine Associates analysts and consultants will have a blend of knowledge and experience gained only from years of service in roles similar to or identical to those of the professionals to whom they advise. This expertise is essential to understand the elements that drive businesses in the industry and effectively advise professionals at the senior management, head trader, and portfolio manager level at client firms.

To date, firms providing research and consulting services have predominantly fallen into one of two categories: firms that provided generalized, high-level strategy consulting; or, groups that whose expertise is oriented toward financial operations and technology.

The niche between the two extremes, where strategy is developed and applied, has been largely ignored due largely to firms' inability to acquire individuals with appropriate skill sets. Until recently, individuals serving in key line positions that formulated product/service strategy, directed business development, ran trading desks, or focused directly on the front-end of the investment process remained in industry. The contraction of the securities and financial services

For Immediate Release

Industries has freed up this talent and fueled demand for research and advisory services provided by this caliber of professional.

For more information, please contact Matthew Samelson, Principal, at 203-569-1201 or by email at msamelson@woodbineassociates.com.

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About Woodbine Associates:

Woodbine Associates is an independent research and advisory firm focused on helping firms active in and supporting the securities industry (investment banks, brokerages, exchanges, investment managers, private equity firms, hedge funds, and the vendors that support them) understand and adapt to the ever-changing complexities of the capital markets. Founded by Matthew Samelson, a financial services industry professional with over 20 years experience in a variety of roles at brokerages and financial institutions, Woodbine Associates brings together a team of business analysts and consultants with unparalleled industry experience who understand market structure, regulation, business strategy, and underlying business drivers of the various financial markets.

SOURCE Woodbine Associates, Inc.