



**FOR IMMEDIATE RELEASE**

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**Vice President Howard Snyder to Participate in MAC Alliance Panel  
“How to Start a Business in Philadelphia”**

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**Philadelphia, PA – March 14, 2008** – Vice President Howard Snyder is participating in a panel discussion on “How to Start a Business in Philadelphia” at an event organized by the Mid-Atlantic Capital Alliance (“MAC Alliance”) on April 11, 2008.

The event will feature **And1** and **Ticketleap**, successful companies from the Philadelphia area, and will offer a discussion of how they started and what it takes to be successful as an entrepreneur and grow a company. Currently scheduled for 12:00 to 2:00 pm, the event will be located at the MAC Alliances offices at 200 South Broad Street, Suite 700, Philadelphia, PA.

**Mid-Atlantic Capital Alliance**

The Mid-Atlantic Capital Alliance comes as a result of our desire to change our Philadelphia-centric image and be a broader voice and advocate for promoting the Mid-Atlantic Region as a hub for entrepreneurship, corporate growth and investment. MAC Alliance also reflects an expanded mission, one aspect of which is to be a catalyst for all stages of private equity — from venture to buyout. [www.macalliance.com](http://www.macalliance.com)

**About Curtis Financial Group, LLC**

Curtis Financial Group, LLC is an investment banking firm with offices in Philadelphia and Pittsburgh that advises middle market companies on mergers, acquisitions, divestitures, raising capital, and provides fairness opinions, business valuations, and related corporate finance advisory services. Our professionals have completed merger and acquisitions with more than \$1.6 billion in transaction value, financing transactions of more than \$1 billion, and more than 150 fairness opinions and 1,500 valuations. [www.curtisfinancial.com](http://www.curtisfinancial.com)

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