

Peter Cowen & Associates Joins GroundWork Equity, LLC; Adds Los Angeles Office to the Firm

Peter Cowen, an investment banking expert and entrepreneur named senior partner of GroundWork Equity, LLC, formerly Spire Equity LLC, a firm dedicated to business acceleration.

CAMARILLO, Calif., January 9, 2007 – an investment banking expert and entrepreneur Peter Cowen joins forces as senior partner with GroundWork Equity, LLC, formerly Spire Equity, LLC, rounding out an experienced team of professionals, expanding the firm's financial capabilities, and adding a Los Angeles office to the organization. Simultaneously, the firm introduced its new name today, GroundWork Equity, LLC, a more accurate representation of the firm's brand and the services it provides. GroundWork Equity, LLC accelerates the growth of technology companies by providing strategic planning, execution and access to investment capital to help entrepreneurs and investors increase equity values for successful liquidity events.

"There is a tremendous opportunity, in Southern California, to accelerate business growth for technology companies by providing a well-defined vision, an effective strategy, strong capital resources, and an experienced team to execute the strategy," said Michael Edell, a founder and managing partner of GroundWork Equity. "The addition of Peter Cowen to our group will allow Groundwork Equity to provide even more funding expertise in addition to an already extensive entrepreneurial set of resources."

With more than 20 years of experience, Mr. Cowen focuses on emerging companies with a strong potential for high growth. During his career he successfully worked with more than 200 companies, helping raise \$100+ million for early stage businesses.

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Peter Cowen and Associates joins forces with GroundWork Equity, LLC
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"In today's business environment, having the 'right' idea is not enough; winning strategies, focused execution, and the right blend of capital is required to achieve success more quickly.," said Peter Cowen, senior partner for GroundWork Equity. "GroundWork Equity's seasoned professionals possess the right combination of managerial and operating expertise, resources, and business acumen to play this pivotal role, and ultimately, to accelerate the business."

Prior to joining GroundWork Equity, Mr. Cowen headed his own firm, Peter Cowen & Associates, which advised businesses across industries, including enterprise software, network solutions, corporate security (biometrics), logistics, building materials, and energy conservation among others. In addition, he co-founded Data Voice Solutions Inc., and spearheaded strategy, product marketing, and sales through the company's acquisition by a multi-million dollar public company.

Mr. Cowen founded and chaired the annual University of California, Los Angeles (UCLA) Entrepreneurial Capital Conference for seven years and has lectured on Entrepreneurship at UCLA, the University of Southern California, and Pepperdine University. Mr. Cowen was named one of the top 25 Angel investors in Los Angeles for 2000 by the *Los Angeles Business Journal*. Mr. Cowen earned his masters degree in finance from UCLA and his bachelor's degree in psychology from the University of Pennsylvania. He currently serves on the Board of Directors of the Anderson School Alumni.

GroundWork Equity's new office, along with its Camarillo headquarters, are strategically located. Mr. Cowen will work out of the firm's Los Angeles office, which is located at 10850 Wilshire Blvd., #419, phone: 310.234.3277, pcowen@groundworkequity.com.

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GroundWork Equity, LLC, Joins Forces with Entrepreneurial Expert Peter Cowen
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About GroundWork Equity, LLC

GroundWork Equity, LLC accelerates the growth of technology companies by providing strategic planning, execution and access to investment capital. The firm often invests directly in companies or takes the lead in funding efforts by partnering with venture capital or accessing its network of private investors. For entrepreneurs and investors of select enterprises, the firm minimizes risk and accelerates growth through significant experience in strategic planning and execution by experienced CEOs, each successful in founding and creating substantial value. GroundWork Equity works primarily with technology-based companies and has a special interest in software, online, network, new media, communications and entertainment industries. For information call 805.383.6288 ext. 101 or log-on to www.GroundworkEquity.com

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