

REDWOOD CAPITAL AND CUTWATER SHIFT ANNOUNCE STRATEGIC PARTNERSHIP

*Partnership will provide operational and performance-enhancement resources
to global middle market companies to help optimize exit results*

September 29, 2014

New York, New York - Redwood Capital Group, an award-winning investment banking firm headquartered in New York with offices across the US and Europe and focused on the technology, communications, media and business services sectors, announced today that it has formed a strategic partnership with Cutwater Shift, a performance-based exit strategy firm that operates in over 12 cities across the United States, including New York. Cutwater gets its clients primarily from private family offices and wealth management advisors, and seeks to bring companies to their optimum value before coordinating a seamless transition through mergers & acquisitions. Redwood, a market leader in mergers & acquisitions, corporate finance and related investment banking services will now be able to further help its clients work to improve their enterprise value upon a transaction, while strengthening the future value to the acquiring entity through a strategic and innovative approach implemented by Cutwater Shift. Redwood's CEO, Gregory Bedrosian, and Cutwater's CEO, Christopher Riley, will both serve as Co-Chairmen of the Redwood | Cutwater Shift strategic partnership. Redwood has also brought on Riley as a Senior Advisor to its firm for the purposes of evaluating, assessing and developing its current engagements and future opportunities.

Gregory Bedrosian, CEO of Redwood commented, "Redwood continues to develop and implement innovative ways to help support and enhance the value of leading growth-stage and middle market companies above and beyond traditional, transaction-oriented investment banking models. Our strategic partnership with Cutwater Shift greatly expands our footprint in the family office and wealth management market and provides Redwood's current and prospective clients access to the proven expertise of Christopher Riley and Cutwater Shift's track record of performance and operational improvements in advance of a high-value strategic exit."

Redwood, a frequent author of sector reports and white papers in the TMT industry, and winner of M&A awards worldwide, is now equipped to not only work to increase the enterprise value of its engagements, but also to help declining businesses through Cutwater, when otherwise the transaction dynamics might not make a strategic transaction workable. The combination of innovative improvement strategies combined with a coordinated strategic merger and acquisition initiative is a new way that mergers and acquisitions can bring business owners and shareholders their well-deserved optimized value.

Christopher Riley, CEO and Founder of Cutwater Shift states, "We are very excited to work directly with Redwood Capital Group as they are one of the most highly respected investment banks, and an award-

winning leader in their field around the world. Greg Bedrosian is a solid leader who is deeply committed to achieving the maximized value for his firm’s clients in every engagement.” Riley continued, “Combining Redwood’s efforts with Cutwater creates a holistic approach not traditionally found in mergers and acquisitions or investment banking, and is one of the reasons this partnership is a great move for both firms and especially for their respective clients. Cutwater only works with experts in our 16 industry specialties, and in the TMT sectors, Redwood is one of the leading investment banks for middle market businesses.”

To kick-off the partnership with Redwood, Riley and Bedrosian will be speaking to a large group of single and multi-family offices at an upcoming Private Wealth Management Forum in Vancouver, British Columbia. With the increased activity on cross-border mergers & acquisitions, and a changing global economic climate, Redwood’s award winning cross-border M&A work and Riley’s global economic analysis will be the focal point of how the partnership between Redwood and Cutwater will seek to bring significant increases to the enterprise values of private holdings and impending transactions.

About Redwood Capital Group

Redwood Capital Group is an investment banking firm serving the technology, communications, media, business services and other growth industries. The firm focuses on mergers & acquisitions, corporate finance, restructuring and valuation advisory services for its clients worldwide. Redwood has offices in New York, Los Angeles and Geneva and via its LD&A Redwood Joint Venture, fully staffed offices in London, Paris, Munich and Berlin, as well as a presence in Milan through its Strategic Alliance with Livlisi & Partners. Additional information can be found at www.redcapgroup.com.

Redwood Capital is the marketing name for Redwood Capital Group and its subsidiaries. All securities transacted through RCG, LLC member FINRA/SIPC, a wholly-owned subsidiary of Redwood Capital Group. Additional information can be found about FINRA at www.finra.org and SIPC at www.sipc.org.

About Cutwater Shift

Cutwater Shift is a performance-based mergers and acquisitions advisory firm serving owners of middle-market businesses in 16 industry sectors ranging from technology, media and telecommunications to manufacturing, hospitality and real estate. The firm specializes in strengthening businesses to increase value, and then coordinating the exit transition with sector-specific investment banking groups to realize the optimal value for their improved entity. Cutwater Shift operates from multiple locations in the United States including New York, Los Angeles, San Francisco, Atlanta and St. Louis. For more information, visit www.cutwatershift.com.

For Further Information:

Public Relations	Public Relations
Redwood Capital	Cutwater Shift
212 508 7111	314 578 0661
pr@redcapgroup.com	pr@cutwatershift.com