

Pluritas Announces Addition of Two New Partners and Expansion into Brand, Capital Solutions and Distressed Transactions

San Francisco, June 24, 2010: Pluritas, a leading advisory firm specializing in intellectual property transactions, announced today that Mark Thomann and Jonathan Petrus have joined the firm as partners serving in the Brand, Capital Solutions and Distressed Transactions practice areas.

Mr. Thomann brings his breadth of knowledge to assist clients in matters where brands or distressed transaction expertise is an important component of the engagement. Mr. Thomann most recently served as the Chief Executive Officer of River West Brands, LLC, an Omnicom company that acquired, redeveloped, and monetized dormant iconic brands. Mr. Thomann was previously managing director and head of corporate Finance at I|C|M|B Ocean Tomo, an IP merchant bank well known for conducting live patent auctions, and Founder and President of The 363 Group, which provided financial advisory services in distressed transactions.

Mr. Petrus will bring his breadth of knowledge to assist clients in financing and transacting healthy and distressed IP assets. Mr. Petrus is a former commercial bankruptcy attorney, emerging from Klee, Tuchin, Bogdanoff & Stern LLP -- one of the nation's premiere insolvency law firms -- where he worked on the team representing Enron Creditors Recovery Corporation in its avoidance and recovery actions that yielded the largest total recovered in bankruptcy history. In 2009, he founded Arca Capital Partners, an alternative capital investment and advisory firm that deploys capital across a broad spectrum of alternative asset classes.

"As Pluritas continues to build our business in the US and abroad, we determined that offering brand, capital solutions and distressed transaction expertise was essential to better service our current and future clients," said Robert Aronoff, Managing Director and Founder of Pluritas. "Adding Mark and Jonathan will allow us to help facilitate even more liquidity in a broader range of IP-related assets."

Mr. Thomann will be based out of Pluritas' Chicago office and Mr. Petrus will be based out of Pluritas' Los Angeles office.

About Pluritas

Pluritas is a market leading intellectual property advisory firm offering a full suite of capital resources, transactional and advisory services for the purchase, sale, financing or strategic positioning of patent and brand assets.