



FOR IMMEDIATE RELEASE

SHELWITZ & ASSOCIATES TO HOST BREAKFAST PROGRAM ON EARLY STAGE VENTURE CAPITAL DEAL TERMS

“Venture Capital Term Sheets 101: Understanding Critical Terms of Your Early Stage Venture Deal” will be held on Wednesday, October 21, 2009 at 8:15 am

New York, October 5, 2009- The business law firm of Shelowitz & Associates PLLC today announced the next event in the SA Special Event SeriesSM which will address the essential terms of early stage venture capital deals in today’s challenging investment climate.

“Many early stage companies seeking venture capital funding are unprepared to negotiate the complex term sheet and related investment documents with sophisticated venture capital fund managers,” said Mitchell C. Shelowitz, Managing Member of Shelowitz & Associates, PLLC. “The objective of this program is to educate CEO’s and senior executives to understand and focus on the key issues so they may conclude the deal in an efficient and knowledgeable manner, allowing a strengthening of the long term relationship with their venture fund backers.” Mr. Shelowitz continued.

“Venture Capital Term Sheets 101: Understanding Critical Terms of Your Early Stage Venture Deal,” will be held on Wednesday, October 21st at the offices of Shelowitz & Associates PLLC, 11 Penn Plaza, 16th Floor (7th Avenue between 31st and 32nd Streets). This program is co-sponsored by FundingPost.com, The Greater New York Chamber of Commerce, and the Jerusalem College of Engineering.

About Shelowitz & Associates

Shelowitz & Associates is a business law firm with extensive experience representing companies and individuals in the U.S. and abroad, in all phases of the business lifecycle. The firm has substantial expertise in the representation of businesses in the venture capital, technology, telecommunications, software, Internet, entertainment and hospitality, consumer brands, and food and beverage industries.

The firm’s investment experience, particularly in early stage investment rounds, includes preparation and negotiation of term sheets, investment agreements, technology licenses and other related agreements.

Located in Manhattan, the firm distinguishes itself by providing personalized attention with a business approach that is tailored to the needs of its clientele.



About The SA Special Event SeriesSM

The SA Special Event Series is an industry-focused program series to assist business owners, executives, and managers deal with critical events in the lifecycles of their businesses. This Series leverages the firm's relationships with key industry leaders and deep industry-focused experience to offer practical, hands-on lessons that can be immediately put into practice to successfully manage the unfamiliar territory of such lifecycle events, including launching a new business, sale of a business, strategic partnerships and joint ventures, technology licensing and transfers, venture capital investments, national and international expansion, and more. To RSVP and obtain more information about this series please contact: Yeseree Robinson at (646) 839-4628, yrobinson@salaws.com.

Additional programs by Shelowitz & Associates

The SA Business Briefing Breakfast SeriesSM addresses critical issues to assist business owners, executives, and managers handle high risk situations that arise without warning in their day-to-day business operations. The goal of this series is to provide businesses across industries with tools to promptly identify and contain such risks using defensive, cost-effective, and practical strategies to minimize liability and related expenses.

Moving at the Speed of BusinessTM: A concept newsletter which provides usable information and news on key legal and business topics for business owners, executives, and entrepreneurs.

For additional information about the firm, please contact Mitchell C. Shelowitz, at (646) 839-4621, mshelowitz@salaws.com and visit the firm's website at www.salaws.com.

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