



FOR IMMEDIATE RELEASE

SHELOWITZ & ASSOCIATES TO SPONSOR FUNDINGPOST'S FIFTH PERFECT VENTURE CONFERENCE IN NYC

Mitchell C. Shelowitz to Lead Panel on Venture Capitalist and Angel Investor Considerations in Technology Company Investments

New York, November 5, 2009 - The business law firm of Shelowitz & Associates PLLC is proud to announce its sponsorship for the second year in a row of FundingPost's Perfect Venture Conference in New York City. Managing Member Mitchell C. Shelowitz will moderate a panel entitled "What VCs & Angels are thinking and what they are looking for in 2009 & 10 and the current state of the market and IT investing" on November 12th. Additionally, on November 11th, Shelowitz & Associates will host a private pitching workshop dinner event for portfolio company participants in the conference.

On November 12th, over 50 leading Venture Capital and Angel Investors, and 20 early-stage technology companies will gather at FundingPost's Fifth Perfect Venture Conference. Private meetings, interactive workshops and moderated panels will cover key parts of the fundraising process, including how to give a great pitch, setting valuation and terms, meeting with investors, and the current state of IT investing.

"In these challenging economic times, entrepreneurs often have just one shot to persuade investors to fund their companies. Due to inexperience and a misunderstanding of investor objectives, entrepreneurs often singlehandedly ruin their opportunity for funding," said Mr. Shelowitz. "Our panel will provide key insight on the investor mindset and will provide a discussion of characteristics of companies that investors favor," he continued.

According to Joe Rubin, FundingPost's Director, "our past four Perfect Venture Conferences have been successful well beyond our expectations and our upcoming conference will be no exception. We are excited to have Shelowitz & Associates join us again this year as our sponsor. This cutting edge boutique law firm will bring a unique perspective and significant added value to our event."

To obtain more information about the Perfect Venture Conference, sponsored by Shelowitz & Associates, Duane Morris, and TriNet, please call: 800-461-5509 or visit FundingPost's website at <http://www.FundingPost.com/pvc>.

[About FundingPost.com](http://www.FundingPost.com)

FundingPost is an entrepreneur and investor network reaching more than 250,000 executives and 7,500 Venture Capital and Angel Investors across the nation each month. For over nine years FundingPost has worked with thousands of Angel and Venture Capital Investors and Entrepreneurs. FundingPost has hosted over 8,000 CEOs and 500 Venture Funds at events in 17 cities nationwide, and provides a quarterly Dealflow magazine and a deal-exchange Website that sees introductions of Investors to Entrepreneurs every day. FundingPost's mission is to reach investors and entrepreneurs in every medium possible - both online and offline.



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, Shelowitz & Associates distinguishes itself in its dedication to providing personalized attention with a business approach that is tailored to the needs of its clientele.

Shelowitz & Associates hosts the following programs:

- **The SA Business Briefing Breakfast SeriesSM**: A unique program series addressing 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.
- **The SA Special Event SeriesSM**: 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.
- **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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