



FOR IMMEDIATE RELEASE

SHELOWITZ & ASSOCIATES TO LAUNCH SPECIAL EVENT SERIES

Series to Launch on September 17th at 2:30 pm with “Buying and Selling Your NYC Restaurant: Your Top 10 Ingredients for Success”

New York, September 9, 2008- The business law firm of Shelowitz & Associates PLLC today announced the launch of The SA Special Event SeriesSM, a new industry-focused program series to assist business owners, executives, and managers deal with critical events in the lifecycles of their businesses.

The Special Event Series will leverage the firm’s relationships with key industry leaders and the firm’s 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.

The first event in the series, entitled **“Buying and Selling Your NYC Restaurant: Your Top 10 Ingredients for Success,”** focuses on the New York restaurant industry and is co-sponsored with The New York State Restaurant Association. This program will provide a roadmap to successfully buy or sell a New York City restaurant, and will address lease assignment issues, key money, bulk sales, asset and share purchase issues, inventory, names and trademarks, potential franchise issues and much more.

According to Chuck Hunt, the Executive Vice President of the New York City Chapters of the New York State Restaurant Association, and Keynote Speaker for the event, “New York City is home to the most vibrant, diverse, and highly regarded restaurant businesses in the United States. Our association’s goal is to ensure that this industry continues to thrive and remains open to anyone with the dream of operating here. This program will provide both veteran and novice restaurant owners, operators, and managers with the tools they need to buy or sell their Big Apple restaurant with confidence.”

“NYC offers endless opportunities in the restaurant industry. Nevertheless, without a clear roadmap and a thoughtful approach to dealing with potential hazards in buying and selling a restaurant business, such opportunity could quickly turn into a costly minefield,” said Mitchell C. Shelowitz, Managing Member of Shelowitz & Associates, PLLC. “This program will guide restaurant owners, managers, investors and entrepreneurs so they may avoid these pitfalls,” he continued.

“Buying and Selling Your NYC Restaurant: Your Top 10 Ingredients for Success” will be held on September 17th at the offices of The New York State Restaurant Association, 1001 Avenue of the Americas, 3rd Floor (at 37th Street).

To RSVP and obtain more information about this event please contact:
Aviv Noked, Director of Business Development, at 646-839-4626, anoked@salaws.com



About The New York State Restaurant Association, New York City Chapter

Since 1935, the New York State Restaurant Association (NYSRA) has served as the voice of the foodservice industry and has grown to represent over 7,000 restaurants from Montauk to Buffalo. For over 70 years, NYSRA has been dedicated to protecting, promoting, representing, and educating its members so that they can better serve the public. NYSRA is involved in legislative and regulatory affairs, as well as programs to meet the increasing needs of its members, including low-cost workers compensation, disability and health insurance programs.

Chuck Hunt, the Executive Vice President of the NYSRA New York City Chapters, has been the New York City restaurant industry's fiercest advocate, fighting government directives on trans fats, smoking, menu labeling and a host of other critical issues facing the restaurant industry and seeking to protect New York City restaurant owners and workers alike.

About Shelowitz & Associates

Shelowitz & Associates is a business law firm with extensive experience representing both companies and individuals in the U.S. and abroad, in all phases of the business lifecycle — from startup companies with no revenue to companies with millions in revenue. Shelowitz & Associates has substantial expertise in the representation of businesses in the restaurant, entertainment and hospitality, food and beverage, technology, telecommunications, Internet, and investment industries.

Located in Manhattan, the firm distinguishes itself not only in the sophisticated background of its lawyers, but in its dedication to providing personalized attention with a business approach that is tailored to the needs of its clientele.

Shelowitz & Associates also hosts 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 with tools to promptly identify and contain such risks using defensive, cost-effective, and practical strategies to minimize liability and related expenses.

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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