



FOR IMMEDIATE RELEASE

SHELOWITZ & ASSOCIATES TO HOST UNIQUE BREAKFAST PROGRAM FOR BUSINESS PROFESSIONALS

“Deal Making 101: How to Lock in the Key Terms of Your Deal, While Retaining Flexibility – Is the Back of a Napkin Good Enough?” will be held on July 30th at 8:15 am

New York, July 25, 2008- The business law firm of Shelowitz & Associates PLLC will host a special breakfast briefing for business professionals, highlighting critical concepts to successfully handle the preliminary stages of business negotiations. This event is a part of the SA Business Briefing Breakfast Series™, a program series launched in May 2008.

The upcoming breakfast in the series is entitled **“Deal Making 101: How to Lock in the Key Terms of Your Deal, While Retaining Flexibility – Is the Back of a Napkin Good Enough?”** It will provide key insights on Letters of Intent, Memoranda of Understanding, and Term Sheets to help business executives, managers, and entrepreneurs better utilize these preliminary documents to lock in the key terms of their business deals. The subject will be addressed in a concise and focused discussion coupled with a question and answer session to allow participants to inquire about specific scenarios of interest.

"When conducting the initial stages of business discussions, many seasoned executives make fundamental mistakes that could compromise their negotiating position later on," said Mitchell C. Shelowitz, Managing Member of Shelowitz & Associates, PLLC. "Our program will help them to avoid these mistakes," he continued.

“Deal Making 101: How to Lock in the Key Terms of Your Deal, While Retaining Flexibility – Is the Back of a Napkin Good Enough?” will be held on Wednesday, July 30th 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 the Greater New York Chamber of Commerce, the New York State Restaurant Association, the Geller & Company Accounting firm and the Remington Business Group.

About Shelowitz & Associates PLLC

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 start up companies with no revenue to companies with millions in revenue. Shelowitz & Associates has a focused expertise in the representation of corporations involved in the technology, telecommunications, Internet, entertainment and hospitality, consumer brands, and food and beverage industries.

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 Business Briefing Breakfast Series™

The SA Business Briefing Breakfast Series™ 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 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.

To RSVP and obtain more information about this series please contact:
Elsa Ben Shimon, Director of Business Development, at (646) 839-4626, ebenshimon@salaws.com

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