

**AKIN BAY AND PRINCIPIA PARTNERS FORM STRATEGIC ALLIANCE TO PROVIDE  
FINANCIAL SERVICES TO CHEMICALS, PLASTICS AND BUILDING PRODUCTS**

**November 26, 2007.** New York City. Akin Bay Company, a New York based, (FINRA) regulated investment bank and Principia Partners, an Exton, Pennsylvania based management consulting firm focused on the chemical, plastics and building products sectors, are pleased to announce jointly that Principia Partners has entered into a comprehensive agreement to join in Akin Bay's *Growth Partners Alliance*<sup>®</sup> program. Akin Bay's *Growth Partners Alliance* program is designed to link up leading specialty consulting firms and their clients with Akin Bay's middle market investment banking and financial advisory resources, permitting these consulting firms to offer their clients exclusive access to an array of investment banking services appropriate for and custom tailored to the needs of public and privately held companies in the middle market.

Akin Bay has been servicing middle market companies in both the US and internationally since its founding over 17 years ago. Akin Bay's experience gained over numerous significant transactions across 35 industry groups has made it a market leader in providing the highest quality investment banking advisory services for middle market companies across a wide spectrum of industries. Akin Bay provides general investment banking services, including mergers & acquisitions advisory, debt and equity private placement services, recapitalizations, restructurings, corporate valuation and other financial advisory services to both public held and privately controlled businesses, and to private equity funds, hedge funds and other principal investors. For more information please go to [www.akinbay.com](http://www.akinbay.com) to learn more about the Akin Bay team, its deep transaction history and the financial advisory services it offers.

Principia Partners is an industry-recognized thought leader for the chemicals, plastics and building products sectors, and is a premier global consultancy serving these industries. Principia brings direct industry expertise to every client engagement. Principia's practical and actionable results help its industry-leading clients meet the changing needs of the market, outperform their competition, and reach their financial objectives. For additional information, go to [www.principiaconsulting.com](http://www.principiaconsulting.com) to discover how Principia combines in-depth industry knowledge with highly skilled consulting expertise to deliver unique client value.

For further information, contact: Vaud Massarsky, Managing Director, Akin Bay Company, 1-(212)-583-9800, or Louis Rossi, Senior Partner, Principia Partners, 1-(610)-363-7815.