

**FOR IMMEDIATE RELEASE**

**SSG Capital Advisors, LLC Wins Two Awards at M&A Advisor's  
Turnaround Awards Gala**

**Selected as Boutique Investment Banking Firm of the Year and for Retail Deal of the Year**

**Philadelphia, PA—March 29, 2010** —SSG Capital Advisors, LLC (“SSG”), a nationally recognized special situations investment bank, announces that the firm was selected as the winner of the M&A Advisor's Boutique Investment Banking Firm of the Year Award. SSG Capital Advisors also received the Retail Deal of the Year Award for its role in the Chapter 11 sale of Bruno's Supermarkets to Southern Family Markets. The awards were presented on Monday, March 22 at the 4th Annual Distressed Investing Conference and Turnaround Awards Gala at the Colony Hotel in Palm Beach, FL.

The M&A Advisor's 4th Annual Distressed Investing Conference and Turnaround Awards Gala honored excellence in deal-making for special situation and turnaround transactions in 2009 and highlighted deal-teams, deal-makers, and firms whose activities set the standard for the industry. This year, 99 finalists in 27 categories were chosen.

“The award winners represent the best of the turnaround industry in the past year and earned these honors by standing out in a group of very impressive finalists,” said Roger Aguinaldo, CEO of The M&A Advisor. “Each winner should take pride in their award and the message it sends about the resilience of our industry.”

“We are happy to be recognized as the Boutique Investment Banking Firm of the Year and for receiving the Retail Deal of the Year Award for our work with Bruno's Supermarkets,” said J. Scott Victor, Managing Director, of SSG Capital Advisors, LLC. “To be selected from such a distinguished group of nominees is a testament to the effort of all SSG's Professionals who approach each transaction with creativity and tenacity to maximize value for our client and key stakeholders.”

**About SSG Capital Advisors LLC**

**SSG Capital Advisors, LLC** is a nationally recognized boutique special situations investment bank with offices outside of Philadelphia and in New York that assists middle market companies, as well as their stakeholders, complete challenging financial transactions. As a specialist in financial restructurings, M&A and private placement services, we offer the expertise our clients need in today's complex and fast-moving financial markets and the credibility, creativity and tenacity to get deals closed. As a mid-size firm with a clear focus, we offer the personal attention of our senior partners, entrepreneurial spirit and agility in the marketplace that middle-market businesses expect. Over the past ten years, the professionals of SSG Capital Advisors have successfully completed over 150 investment banking assignments in a wide variety of industries on behalf of publicly held, private equity sponsored and privately held clients in special situations in North America and Europe.

Additional information about the company is available at [www.ssgca.com](http://www.ssgca.com).