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Telsey Advisory Group Announces Formation of Telsey Capital Group LLC

New Venture to Leverage Comprehensive Consumer Expertise to Provide Strategic and Financial Advice to Companies and Investors

NEW YORK--(BUSINESS WIRE)--Telsey Advisory Group LLC (TAG), an independent equity research and consulting firm founded by veteran Wall Street retail analyst Dana Telsey, today announced the formation of a registered broker dealer, Telsey Capital Group, LLC (TCG). The new broker dealer will assist companies and investors in capital raising, strategic advisory, and merger and acquisition transactions.

Drawing on deep knowledge of the consumer industry and long-standing relationships with capital sources, TCG will develop and strategically market a client's story to investors in equity and debt private placements and participate in selling groups as part of a public offering. TCG will also assist companies in other advisory services, including strategic alternative assessments and identifying acquisition or divestiture opportunities.

"TCG will utilize our long-term relationships with institutional investors and real-time understanding of the consumer landscape to provide companies with senior-level strategic and financial advice," said Dana Telsey, CEO of Telsey Advisory Group and Telsey Capital Group.

Tom Chin, Head of TCG Banking, continued, "Our detailed institutional investor knowledge, dedicated salesforce focused on consumer names, and singular focus and insight into the consumer space, allows us to add tremendous value in marketing an IPO or other offerings to investors. In addition, our access to an extensive network of industry contacts coupled with our own insights, provides us with a comprehensive viewpoint in due diligence and other strategic advisory work."

About Telsey Capital Group, LLC

Telsey Capital Group (TCG) is a registered broker dealer and a wholly-owned subsidiary of Telsey Advisory Group, the leading independent equity research and consulting firm focused on the consumer sector. Leveraging an in-depth, comprehensive knowledge of the consumer space, TCG provides capital raising, strategic advisory, and mergers and acquisitions services to consumer companies and investors. TCG is a member of FINRA and SIPC.

About Telsey Advisory Group LLC

Telsey Advisory Group LLC, (TAG), is an independent research firm founded by leading retail industry analyst, Dana Telsey. Specializing in the consumer space, TAG's unique ability to evaluate and assess the retail and general consumer market is based on comprehensive research that combines in-depth company and industry analysis, store tours, consumer purchasing behavior, and executive management discussions. With the scale of a large research department, coupled with the objectivity of an independent firm, TAG is uniquely positioned to provide clients with the detailed analysis and market context that is necessary to make intelligent investment decisions. TAG covers companies in the broad lines, hard lines, luxury goods, specialty stores, restaurants and gaming sectors. For more information on Telsey Advisory Group, visit the Company's website at www.telseygroup.com.