



***Newbury Piret & Co. Announces its Gold Sponsorship of the
2008 Massachusetts Family Business Awards***

March 4, 2008 – Boston, MA. – Newbury Piret is pleased to announce its Gold Sponsorship of the Massachusetts Family Business Awards, an annual program honoring the most successfully run and managed family businesses in Massachusetts. Developed and hosted by Northeastern University's Center for Family Business and The Family Firm Institute New England Chapter, the awards program is designed to promote and highlight some of the great achievements of Massachusetts-based, family-owned businesses and entrepreneurs. Nominations and applications are currently being accepted for entry into this year's competition.

Northeastern University Dean Thomas Moore notes, "With all the contributions that family firms deliver to their employees, the economy, and the Commonwealth, it seems only fitting to highlight and recognize their achievements and success. Family businesses account for 60% of total U.S. employment and create 78% of all new jobs. Upwards of 80% of all the world's businesses are actually family-owned."

Any Massachusetts-based, family-owned business that includes or included more than one generation is eligible for the award. There are three award categories which will recognize companies with less than 50 employees, 50-250 employees and organizations with more than 250 full-time employees. The awards will be presented at the Royal Sonesta Hotel in Cambridge, MA on May 8, 2008. The deadline for applications is March 31, 2008. Award winners will be chosen by a panel of independent judges comprised of industry experts, academicians, and peers, and will be evaluated based on:

- Overall business success
- Positive family and business linkage
- Multi-generational family involvement
- Dynamic contributions to community and industry, and
- Innovative business practices or strategies

Ed Tarlow, President of The Family Firm Institute New England Chapter said, "Family businesses are really the backbone of our economy and this program is a great way to honor their contributions to the Commonwealth."

In addition to being a Gold Sponsor of the Family Business Awards event, Newbury Piret is also a proud sustaining sponsor of Northeastern University's Center for Family Business. For more information on the Family Business of the Year competition and the application process, please contact LaVonna Bowen, Marketing Manager, at 617-367-7300 or by email at lbowen@newburypiret.com and please visit the event's website at www.nuffi.org.

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About Newbury Piret & Co.

Founded in 1981, Newbury Piret & Co., Inc. is a leading New England investment banking firm providing corporate finance services including M&A, financing, and valuation services. Headquartered in Boston and independently owned, Newbury Piret is a FINRA licensed broker dealer focused on middle-market companies, the private equity community and business owning families. Newbury Piret is regarded as unique in providing strategic advice in M&A along with financing capabilities which support acquisitions, growth investments, and recapitalizations. Newbury Piret is one of New England's Top Investment Banks as ranked by the Boston Business Journal and a sponsor of Northeastern University's Center for Family Business. For further information, please visit <http://www.newburypiret.com> or call (617) 367-7300.

About Northeastern University's Center for Family Business

Northeastern's Center for Family Business is a membership organization that provides education, networking opportunities, and support to business families. The Center helps its members identify and avoid potential pitfalls, solve complex interpersonal and family business issues, and plan for future family business success in an increasingly more competitive environment. Among many external measures of success; the College of Business Administration is ranked 16th in the nation for International Business by U.S. News & World Report and 26th in the U.S. for Business Administration by BusinessWeek. The College's Executive MBA program is ranked in the U.S. Top 50 by Financial Times.

About The Family Firm Institute

Family Firm Institute (FFI) is an international professional membership organization dedicated to providing interdisciplinary education and networking opportunities for family business and family wealth advisors, consultants, educators and researchers and to raising public awareness about trends and developments in the family business and family wealth fields.

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