

**LOEB & LOEB CONTINUES TO GROW IN TECHNOLOGY
AND INTELLECTUAL PROPERTY**

Corporate and IP Attorney Ira Schreger Joins New York Office

NEW YORK, March 29, 2007 – Loeb & Loeb LLP announced today that Ira Schreger has joined the firm’s New York office as a partner in the Corporate Group. Schreger joins from Sonnenschein Nath & Rosenthal LLP in New York where he was a corporate partner also practicing in its intellectual property and technologies, Israel market, life sciences, and patent areas.

Schreger represents a wide array of both U.S. and non-U.S. public and private companies involved in diverse business operations, and counsels their respective management in a broad range of their business and legal affair issues, including license and technology transfer agreements; development, production, distribution and marketing arrangements; trans-national joint ventures, collaborations and technology alliances; mergers and acquisitions; financings; insurance; internal compliance and corporate governance issues; and other matters of strategic and tactical importance.

While Schreger’s experience includes such diverse industries as aerospace; fashion; entertainment and media; power generation; automotive; and consumer goods, he has developed extensive experience representing start-ups to public multi-national pharmaceutical, biotechnology and medical device companies.

“We couldn’t be more pleased to have someone with Ira’s vast experience and expertise join us as we have been steadily investing in building out our resources in the technology sector as well as biotech, nanotech and pharmaceutical industries,” Michael Beck, Loeb & Loeb Co-Chair in New York.

Los Angeles based Co-Chair John Frankenheimer added, “Ira’s life sciences and tech background in addition to his broad intellectual property case experience make him the ideal addition to a number of our national practice groups and we are delighted that he has elected to join us.”

The hiring of Ira Schreger follows other additions in intellectual property, particularly patent, in 2007. In February, a patent litigation team of three partners, Jordan Sigale, Edward Rice and Marina Saito, joined Loeb & Loeb’s Chicago office and Laura Wytmsa, also an experienced patent litigator, will join Loeb & Loeb’s Los Angeles office as partner in April. All of the new patent partners are from Sonnenschein Nath & Rosenthal.

“This was an opportunity of a lifetime to be able to reunite with my former colleagues who are an incredibly talented and creative group of patent litigators, and to continue to grow a multidisciplinary technology focused practice at Loeb & Loeb, a firm with an unwavering commitment of excellence, integrity and dedication to its clients” said Schreger.

Previously, Schreger served as Senior Vice President, Legal and Corporate Secretary of Sequa Corporation, a \$2 billion NYSE manufacturing conglomerate with principal interests in aerospace, propulsion systems, specialty chemicals, and machinery, metal coatings, automotive and building products.

He earned his J.D. from Brooklyn Law School (1975) and his B.S.B.A. from Boston University (1972).

About Loeb & Loeb LLP: Loeb & Loeb LLP is a multiservice national law firm with more than 260 attorneys and offices in Los Angeles, New York, Chicago, and Nashville. The firm is recognized as a leading law firm in the areas of corporate and securities matters; litigation; entertainment and media law; finance; real estate; intellectual property; private equity; employment; advertising and promotions and tax and wealth services. Our clients include some of the world's largest financial institutions, major media and entertainment companies, advertising groups, real estate companies, and Big Four accounting firms, as well as many high net worth individuals.

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From: Loeb & Loeb LLP

Contacts: Jennifer Manton, Chief Marketing Officer, Loeb & Loeb LLP
(310) 282-2045 or (212) 407-4112
Katherine Ragsdale, Rubenstein Associates, Inc. (212) 843-8298