



The Churchill Financial Group Launches New Corporate Identity and Brand Campaign

New York, NY – September 11, 2007 – The Churchill Financial Group (“Churchill”), a leading commercial finance and asset management company, officially launched its new corporate identity and brand campaign today. Supported by a distinctive logo, the new brand identity unifies Churchill’s three complementary businesses, Churchill Financial, Churchill Capital and Churchill Pacific, under one banner.

Founded in February 2006 by Bear Stearns Merchant Banking and Senior Management, Churchill initially focused on providing senior and “one stop” financing to middle market companies controlled by financial sponsors. Churchill has grown significantly since then, completing two key strategic acquisitions: in October 2006, it acquired Churchill Pacific Asset Management, a leading manager of CDO’s and other fixed income funds; and in April 2007, the company acquired Churchill Capital, a highly regarded mezzanine investment firm with an excellent track record of providing subordinated debt financing to middle market companies. Both Churchill Financial and Churchill Capital focus predominantly on financial sponsor controlled companies. The Group now employs 77 professionals with offices in New York, Boston, Chicago, Minneapolis and Los Angeles.

Ken Kencel, President and CEO of Churchill Financial Group, commented: “Our new brand identity clearly signals the continued growth and success of Churchill Financial Group as a leading provider of senior and subordinated debt financing to middle market companies and manager of CDO’s and other fixed income funds. It underscores our desire to raise the profile of our Churchill brand in the marketplace as we continue to grow our business.”

The new corporate identity and brand campaign was launched with a series of advertisements in Buyouts, The Deal, Mergers & Acquisitions, Dealmaker and other leading trade publications. In addition, new upgraded and linked websites have been unveiled (www.churchillnet.com).

Mr. Kencel added, “The advertising campaign and launch of new integrated websites will allow all members of the financial community to easily understand the products that we offer. Our advertising tagline “All Together Now” highlights our three businesses working closely together to provide integrated debt financing solutions to our financial sponsor clients and investment expertise in CDO’s and other fixed income securities to our investors.”

About Churchill Financial Group

Churchill Financial Group, headquartered in New York, is a leading commercial finance and asset management company. Churchill has three complementary businesses: Churchill Financial, which focuses on providing senior lending to middle market companies; Churchill Capital, which provides subordinated debt financing to middle market companies; and Churchill Pacific, which manages portfolios of CDOs and other fixed income funds. Churchill Financial and Churchill Capital focus on lending to companies backed by leading private equity firms and other investors. Churchill was founded by Bear Stearns Merchant Banking and Senior Management in February 2006. It has approximately \$2 billion of committed capital to support its financing activities and over \$4 billion in assets under management. Churchill has offices in New York, Minneapolis, Los Angeles, Chicago and Boston. For more information please visit our Web site at www.churchillnet.com.

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