



Douglas Asofsky Joins Asset Enhancement Solutions, LLC

Port Washington, New York, April 15, 2013 - Asset Enhancement Solutions, LLC(www.assetenhancement.com) announced today that Douglas Asofsky joined the firm as a Director. Doug will focus on arranging debt or equity financing for businesses that require creative, non-traditional financing for growth or survival. At Citibank, Mr. Asofsky served as a Business Banking Director, Senior Vice President and Regional Banking Director of Queens, Brooklyn and Staten Island. In 2008, he became the Senior Vice President and National Director of SBA Lending for the bank.

Doug comes with a wealth of experience in commercial banking and SBA lending, having spent 26 years as a senior executive at Citibank. Prior to Citibank, he worked for the SBA where he became an expert in SBA lending. Doug has an MBA from Baruch College.

Doug has served as Chairman of the Board of Directors of the Long Island Development Corporation (LIDC) for the past 17 years. The LIDC is one of Long Island's leading nonprofit economic development organization. He has been active in national organizations such as the National Association of Government Guaranteed Lenders (national trade association of SBA 7A lenders), having served as the first Chair of the Region II Advisory Board. He also serves on the Board of Directors for the New York State Empire Zone Capital Corporation.

As a nationally recognized expert in SBA lending and a frequent speaker on business financing, Doug brings a unique depth of experience of SBA 7a and SBA 504 lending.

About Asset Enhancement Solutions, LLC

Asset Enhancement Solutions, LLC ("AES") is a financial advisory firm that provides both Investment Banking and Consulting Services to companies to solve unfavorable challenges such as operational, financial or liquidity issues or positive challenges such as finding the resources for rapid growth and expansion. AES works with public companies, middle-market companies and small businesses. AES has arranged over \$200 million in financing for both public and private companies in a variety of industries, arranged the merger of a few troubled companies into compatible, healthy companies and has assisted a number of companies downsize operations to achieve profitability.

AES has many non-traditional funding sources that step in when many commercial banks will not or cannot, due to the risk the borrower represents or the regulatory requirements by which banks are governed. AES manages the complex process of raising capital from the start to closing of the transaction so that clients can focus on running their business.

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