

Lawrence Goldfarb Of LRG Capital Group Contributes To New Book On Biotechnology Venture Capital Investing

Larkspur, CA, March 13, 2007 -- LRG Capital Group, LLC announced today that Managing Partner Lawrence R. Goldfarb has been showcased as a contributing author in a definitive new book about biotechnology venture capital investing.

Called Biotechnology Venture Capital Investments, the book has just been released from Aspatore Books as part of its renowned Inside the Minds series. Inside the Minds provides readers with proven business intelligence from top executives from the world's most respected companies.

Biotechnology Venture Capital Investments features partners from some of the nation's top VC firms, and provides tactical advice for venture capitalists and entrepreneurs on structuring investments and negotiating deal terms.

Lawrence Goldfarb, recognized as a leading expert on making direct investments in both private and public companies, has published numerous articles and books on investing and arbitrage strategies. His specialties include bridging the financial needs of growth companies by making direct investments and structuring transactions that enable them to grow and provide investor returns.

In the new book, Lawrence Goldfarb discusses his vision of venture capital in biotechnology and advises readers on identifying opportunity and structuring a deal. He also gives advice on valuation.

"A significant portion of company valuation boils down to common sense," says Mr. Goldfarb. "Understanding the science, the market, the distribution of the science and the cost of marketing and distribution are all established disciplines. But aside from garnering an understanding of the specifics of the product and company, so much of a deal is just plain common sense and is applicable to life outside finance. Although it incorporates a great deal of specialized knowledge, there is no rocket science when it comes to structuring and executing a deal."

Lawrence Goldfarb regularly speaks at industry events and conferences, including the Institutional Investor's Hedge Fund Roundtable and the Alternative Investments Summit in addition to other private equity and high net worth focused conferences. Mr. Goldfarb has been a guest lecturer on arbitrage strategies at business schools, including Columbia and Berkeley.

About LRG Capital Group

LRG Capital Group is a global investment, banking and advisory boutique that focuses on public and private companies in the technology, life sciences, hospitality, real estate, and entertainment sectors. The firm provides capital via private equity, commercial loans, and structured debt financing, and guides and advises clients on mergers and acquisitions, corporate finance advice and other strategic alternatives. Headquartered in San Francisco with offices in New York and Miami, LRG Capital Group excels at relationship-focused guidance and financing.

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