
PLATZER, SWERGOLD, LEVINE,
GOLDBERG, KATZ & JASLOW, LLP

D A T A G R A P H I C DATE: 2.5.15 JOB #: 40249 PROOF # 1

JOB DESCRIPTION: Platzer Saddle Stitch Booklet
SIZE: 5.5" x 11" **QUANTITY:** 500
COVER STOCK: 130# Neenah Classic Linen Solar White Cover
TEXT STOCK: 100# Explorer Dull White Text
COVER PRINTING: Foil Stamp 1.5" x 4" in Kurz Luxor 373 Blue on Front
Foil Stamp 2" x 3" in Kurz Luxor 373 Blue on Back
TEXT PRINTING: Offset Print 2/2 - PMS 293 & Black
FINISHING: Score Cover, Fold Text, Collate, Saddle Stitch & Trim

PLATZER, SWERGOLD, LEVINE,
GOLDBERG, KATZ & JASLOW, LLP

The law firm of Platzer, Swergold, Levine, Goldberg, Katz & Jaslow, LLP was founded upon the principle that a client's interests can only be fully protected through informed, insightful, and effective legal representation. As attorneys and business people, we appreciate that retaining legal counsel is a means and not an end. Mindful of the cost of legal representation, we seek to aggressively pursue and protect the multi-faceted interests of our clients, while maintaining competitive and flexible billing rates and fee structures.

With roots that go back more than fifty years, our firm has built a reputation for excellence in practice areas which include commercial finance, real estate lending, purchase and sale transactions of real estate and business assets, commercial litigation, corporate law, corporate restructuring and insolvency, debtor and creditors' rights, equipment leasing, secured transactions and related legal matters. By concentrating our efforts in these areas, the firm delivers significant advantages to our clients. Our attorneys are experts in their respective fields and provide consistent, professional representation which reflects a thorough understanding of each industry and the client's position in it. Our firm is able to utilize five decades of industry relationships to effectively and economically resolve litigation and transactional matters in a manner most favorable to our clients.

The confluence of our abilities and experience in transactions, workout, commercial litigation and bankruptcy/creditors' rights sets us apart from other firms. This broad spectrum of expertise enables the firm to deliver uncommon insight regarding the interplay of

legal considerations in each practice area. We endeavor to integrate contractual provisions into each transactional matter to place our clients in an optimal litigation or financial position should such a situation subsequently arise.

Conversely, when engaged in litigation, workout or a bankruptcy proceeding, our working knowledge and understanding of contracts and business principles enables us to handle these challenges with unusual acumen. Our ability to understand and address the full spectrum of legal issues which may arise at any point in the lifespan of a loan or business transaction often proves to be invaluable to our clients.

One measure of our success is the stability of our firm's personnel and our reputation for continuity and consistency of service. The majority of our partners began their legal careers with the firm as associates and have developed and gained experience through the decades of their continued practice. We are proud of the fact that many of the client representatives with whom we have previously worked have come to respect and rely upon our abilities to such an extent, that they have remained loyal to our firm as they make transitions throughout their own careers.

As a group, we foster a culture in which our attorneys zealously represent our clients through an aggressive but highly disciplined approach to the practice of law based upon a philosophy of respect, integrity, ingenuity, common sense, and cost-effectiveness.

“The good lawyer is not the one who... qualifies all his qualifications, but who throws himself on your part so heartily that he can get you out of a scrape.”

Ralph Waldo Emerson



COMMERCIAL FINANCE

Our attorneys have substantial experience in all aspects of commercial finance. The firm represents major financial institutions in the structuring, restructuring, negotiation and documentation of all types of commercial finance transactions, including asset-based lending, cash-flow lending, factoring, floor plan financing, equipment leasing, trade finance and letter of credit financing. We have also acted as counsel in financing transactions involving many types of collateral, including aircraft, fine art, intellectual property and rolling stock. As a direct result of handling sophisticated corporate bankruptcy matters over the past fifty years, the firm is held in high regard by financial institutions and borrowers in workouts and the restructuring of commercial finance matters. The banking community relies upon our expertise in this critical cross-over practice area, in particular when negotiating and drafting underlying transactional documentation and protecting the underlying collateral.

CORPORATE LAW

The firm provides counsel on a broad range of corporate matters, including sales and acquisitions of assets and equity interests, shareholder and limited liability company operating agreements, and the drafting and negotiation of contracts for the full scope of corporate and business ventures. Our clients have ranged from privately held corporations, partnerships and family businesses to large public corporations.

We represent companies across a variety of industries during all phases of the corporate lifecycle. As general and special corporate counsel to companies doing business in manufacturing and distribution, retail, technology and advertising, we advise companies on formation, general contract matters, debt and equity

finance, mergers and acquisitions and exit strategies. We have special expertise in addressing the particular needs of closely-held and family-owned businesses and the legal and interpersonal issues they frequently face.

As business people ourselves, we appreciate the fact that a sale, acquisition or other significant corporate event is not a theoretical exercise, but a tool that assists an organization to achieve its goals. We understand our clients' businesses and are respectful of their expertise and industry insight, while working with them to successfully navigate an increasingly complex and litigious corporate environment.

REAL ESTATE TRANSACTIONS AND FINANCING

The firm's multi-faceted real estate practice recognizes the vital role of time management and cost-effectiveness in determining the success of a transaction. While maintaining critical attention to detail, we work to close real estate transactions quickly, efficiently and as congenially as possible. We have represented buyers and sellers of multi-family, office building, warehouse, industrial, and mixed-use properties. In addition, we regularly represent landlords and tenants in the leasing of office and other commercial spaces.

The firm has an active practice area representing lenders in commercial and residential mortgage loan originations, construction loans and other financings secured by real estate. Our representation in this area ranges from high-volume residential loan closings to mortgages and construction loans for commercial properties. In addition, we handle commercial and residential development projects, including hotels and other special use real estate.

***“This doing of something about
disputes, this doing of it reasonably,
is the business of law.”***

Karl N. Llewellyn

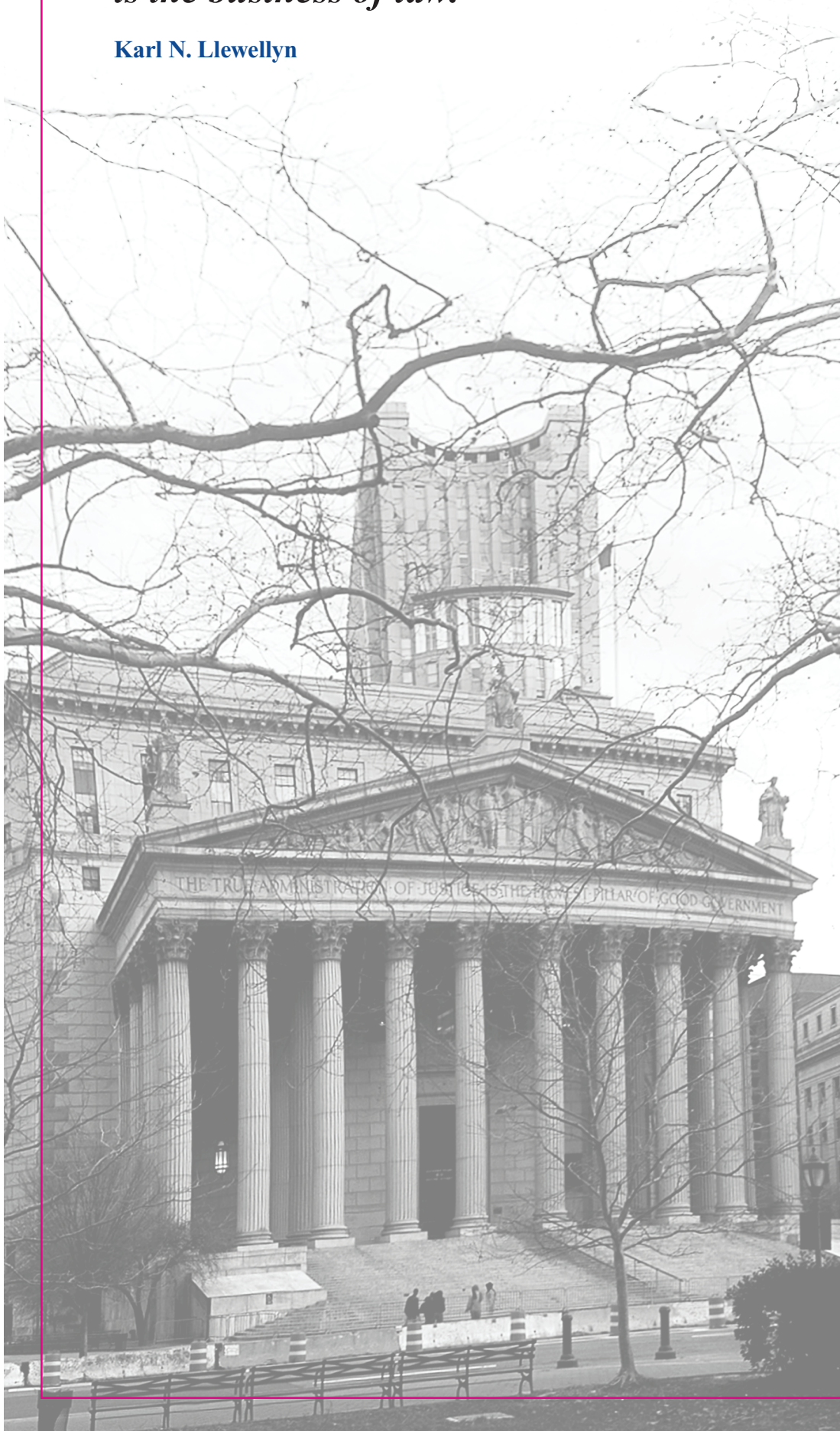
FOOD AND BEVERAGE INDUSTRY PRACTICE AREA

With a strong presence and wealth of experience in the food and beverage industry, the firm renders a variety of services for clients in the manufacturing, distribution, brokerage, and retail aspects of this industry, including supermarkets and restaurants. Our attorneys in this practice area assist clients of all sizes in many different aspects of their business needs, including the purchase and sale of supermarkets and other businesses in the food and beverage industry, the purchase, sale and leasing of real estate, contract negotiation, organizational and ownership structure, financing, licensing, and government regulation.

COMMERCIAL LITIGATION; CORPORATE LITIGATION; COMMERCIAL COLLECTIONS; INSURANCE DEFENSE AND SUBROGATION

A cornerstone of our firm’s success rests in its traditional practice of commercial litigation, including institutional and business debt collection, defaulted loan enforcement, commercial and residential mortgage foreclosure and general business disputes. We have represented clients at all levels of state and federal courts throughout New York and New Jersey. We actively litigate complex and multi-party disputes and have shown a demonstrated ability and determination to enforce judgments, thereby enabling our clients to realize a return on their litigation investment. We take great pride in our ability to effectively manage our cases. Through the judicious use of partners and associates with varying levels of experience and expertise in discrete situations, the firm works hard to achieve optimum efficiency without risk to the quality of results.

In the course of litigation, we frequently apply to the Court for injunctive relief, seeking the appointment of receivers and other equitable remedies thereby maintaining the *status quo* and



preventing the dissipation of assets. Our understanding of fraudulent conveyances and corporate or family “shell games” often enables us to successfully pierce the corporate veil and assert claims against principals or other *alter ego* persons or entities.

We also represent insurance companies on subrogation, claim defense, and defaulted premium collection. As we do with other aspects of our civil litigation practice, we prosecute and defend these actions aggressively and with a view toward achieving superior results.

Working closely with retained local counsel we represent and oversee our clients’ litigation matters across the United States and in foreign countries. The client is an integral part of the litigation process and is kept informed at every stage of our progress to ensure their full participation in the proceedings.

CORPORATE RESTRUCTURING AND DEBTOR/CREDITORS’ RIGHTS

The firm maintains a more substantial bankruptcy group than many of the larger, multi-department firms in the region. At the same time, the firm is small enough to encourage a collegial atmosphere where attorneys from all departments work with each other sharing strategies on the complex legal and business issues that are frequently encountered in bankruptcy and distress situations. We believe this cooperative style has helped the firm develop an eminently practical and thorough approach to bankruptcy proceedings and related matters.

As a result of the firm’s depth of experience in sophisticated insolvency issues, we have worked with clients in a broad array of industries and with companies ranging from small closely-held

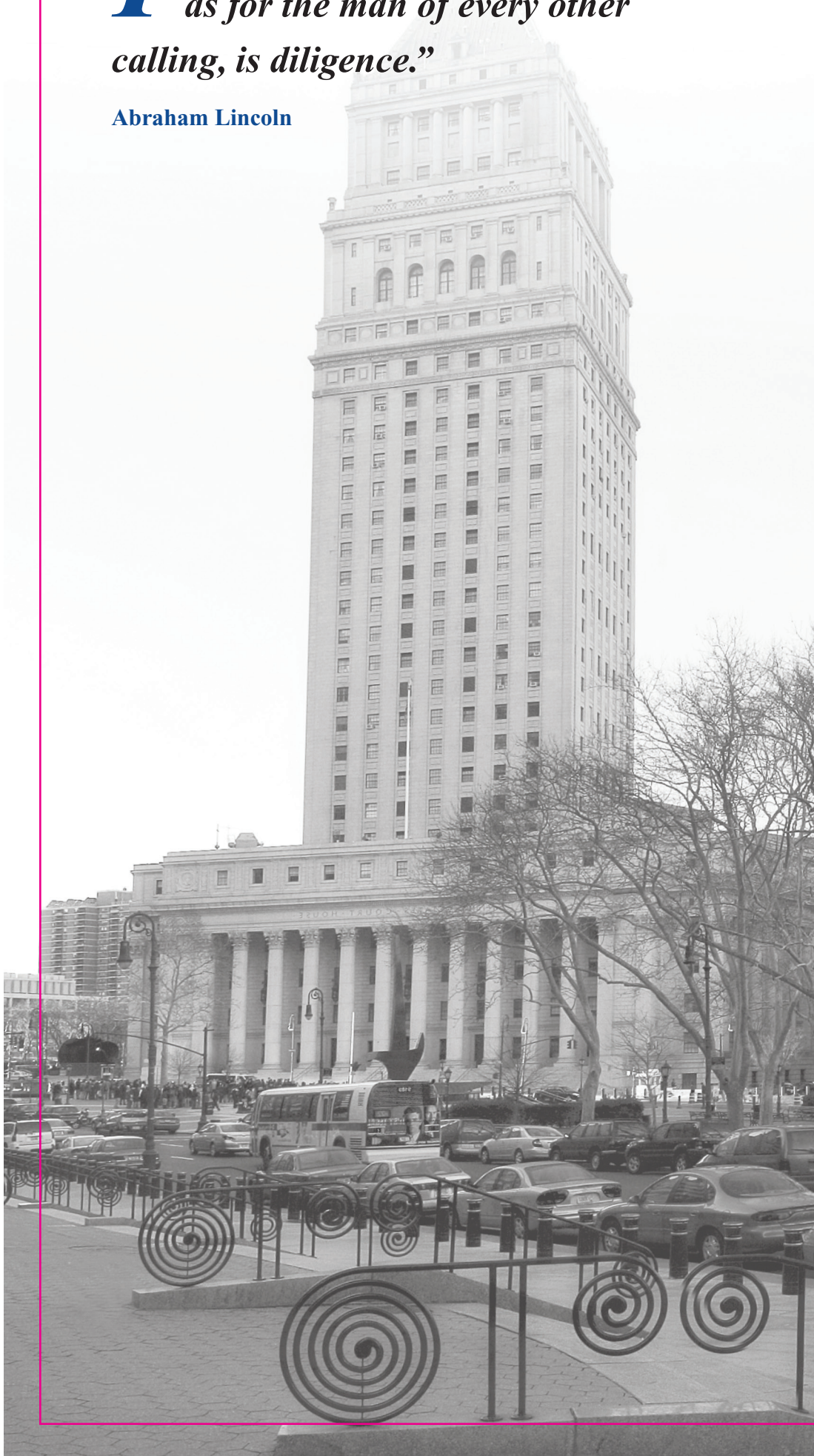
businesses to large publicly-owned corporations. We have counseled numerous large and small businesses needing guidance through the complex insolvency process. We also represent clients which may view the insolvency process of a competitor or other company as an opportunity to further grow or expand their own businesses through the acquisition of real estate or other business assets available from entities that are downsizing or liquidating.

Our practice includes representing Chapter 11 debtors-in-possession, creditors’ committees, secured lenders, equipment lessors, finance companies, venture capital funds, asset purchasers, insurance companies, individual unsecured creditors, trustees and landlords, whether in filed cases or in out-of-court liquidations. The long history and wide scope of our practice in complex bankruptcy and insolvency cases brings a proven advantage to our clients. Our ability to quickly identify off-balance-sheet assets is one example of that advantage. Another is our proficiency in conflict resolution and financial review, which may avoid the need for a distressed company to file for bankruptcy protection. Our experience has taught us to explore all avenues of potential relief and recovery on behalf of our clients, including out-of-court common law compromises, which often serves to reduce expenses and expedites resolution of claims and maximizes the distribution of available assets.

Philosophically, we view the declaration of bankruptcy as a last resort. We encourage corporate management, individuals and creditors to consult with us at the first signs of financial distress and encourage potential debtor companies to be proactive with us in defining and structuring solutions to their problems. Through early intervention and active planning, our attorneys are able to help clients explore options and achieve results which may not have been obvious to them initially.

***T**he leading rule for the lawyer,
as for the man of every other
calling, is diligence.”*

Abraham Lincoln



EQUIPMENT LEASING

We represent the interests of commercial equipment lessors in protecting their leased equipment, determining and preserving the value of such equipment and, where necessary, foreclosing upon and obtaining the best possible price for the equipment. By virtue of our ongoing experience in this area of practice, we also negotiate and draft original leases and restructure existing ones.

APPELLATE ADVOCACY

The firm maintains a robust civil appeals practice. We have appeared before every level of appellate court in the State of New York, including the New York Court of Appeals. Likewise, we have represented both appellants and appellees in varied and complex federal court appeals, including matters before the Second Circuit Court of Appeals. Such advocacy requires an ability to quickly and cost-effectively analyze significant legal issues and present them cogently, succinctly, and persuasively. We take pride in the considerable success we have enjoyed before these appellate tribunals which we attribute, in part, to our ability to discern and focus upon critical issues and logically present them to the appellate court.

VALUE ADDED SERVICES

The firm believes that its growth is dependent upon the growth of its clients. To supplement the services provided by our attorneys, the firm leverages its many long-standing relationships in the banking and lending industry to assist our clients in securing financing. Through the firm's real estate, foreclosure and insolvency practice areas, the firm is often able to identify opportunities for our clients to acquire complementary real estate and business assets and to make the appropriate introductions in order to realize on these opportunities.

OUR COMMITMENT TO OUR CLIENTS

As transactions become more complex and sophisticated in a continuing uncertain economic climate, where litigation and conflict are all too often unavoidable, the firm’s clients have access to seasoned transactional attorneys and litigators who take a practical, yet determined, approach toward both effective business transactions and conflict resolution. Whether it is a loan, corporate business matter, real estate development opportunity, a major commercial litigation, a collection matter, or an intra-family or partnership dispute, the attorneys at Platzer, Swergold *et al.*, strive to provide uncompromising attention and unsurpassed legal representation to every case they handle – while providing clients with highly competitive and flexible billing rates and alternative fee structures. An unwavering commitment to our clients is the driving force behind the firm’s continued success.

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