



Wellfleet Partners, Inc. enters into a Strategic Partnership in Israel with Bridgehead Alliance, Ltd.

NEW YORK, ISRAEL, August, 2009 – Wellfleet Partners (“WP”) New York based, 11 year old international investment and merchant banking, consulting and advisory financial services firm, has entered into a strategic partnership to develop and enhance its business activities in Israel. To assist in these endeavors, WPs has entered in a strategic partnership with Bridgehead Alliance which is based in Tel Aviv, Israel.

“We are very pleased to have found Bridgehead Alliance, its two head managing partners Avi Dudai and Ziv Leshem whom we hope will be instrumental in the redeployment of our financial services in Israel. While we were quite active in the early part of the decade with a variety of venture capital investments in Israel, over the past 4-5 years we have focused our efforts locally, in the UK and in China. We have always believed that some of the best technology in the world emanates out of Israel, and now we have a group to vet the opportunities for us. We are already in the due diligence process with several exciting local emerging growth companies in various parts of the country and in disparate industries. I want to thank in particular Steve Vago from MRM Finance LLC in Israel and China for the introduction.” stated Mark I. Lev, founder Chairman and CEO of WPs.

Bridgehead Alliance, Ltd.

The Bridgehead Alliance was formed with the purpose of ensuring success for Israeli high-technology companies looking to extend their reach to the US market. The founders and partners apply expertise from a broad number of disciplines, including sales and marketing, public relations, investment banking, finance and law, to a wide variety of technology oriented clients. By virtue of the breadth and depth of its expertise, Bridgehead Alliance is able to leverage its strengths to the benefit of its clients, and its often instrumental in ensuring their success in the United States, both quickly and economically.

Bridgehead Alliance works with entrepreneurs and/or companies who have complete most of their R & D and have a product that is ready for market or nearly market-ready. The range of service that Bridgehead offers a client will be aligned with its state of market readiness. Key services include:

- Raising of Capital (both in Israel, US & UK): Angel, Venture Capital, Institutional and/or Strategic
- Introduction to enterprise-class reference accounts across a broad spectrum of vertical industries
- Lead Generation and New Business Development (Channels, Product licensing & OEM, Partnering & Joint Ventures)
- Executive and Sales recruiting
- Product, Market, and Alliance Strategy Advice
- Competitive/Market Intelligence

About Wellfleet Partners, Inc.

Wellfleet Partners, Inc. (WPs or Wellfleet), which recently celebrated its 11th year anniversary, is a boutique investment and merchant banking, venture capital and financial services and consulting firm, which was founded by Mark I. Lev in early 1998. The Company’s emphasis is to engage in a wide variety of corporate finance, venture capital, management consulting, short-term bridge loans and various fundraising activities for public and private companies (through affiliates) and corporate Investment Banking related activities to a broad range of emerging small to medium sized growth companies. In addition, through subsidiaries and/or affiliates, it offers financial and brokerage services and money management as well and has strategic partnerships in London, England, Ra’anana, Israel, Dublin, Ireland, Miami and Fort Lauderdale, Florida; Southern California (Los Angeles & San Diego), Northern California (Palo Alto) and in conjunction with MRM Finance LLC opened an office in Beijing, China in 2008. WP’s render all its brokerage and investment banking related activities through, and is currently registered with, **Sandgrain Securities, Inc.** For more information, please go to www.wellfleetpartners.com.