

Derivatives Advisory Firm Helps Negotiate Fairer Prices for Buyers and Sellers in the Murky Derivatives Market

New York - December 13, 2010 - If you enter into or terminate a derivatives contract and wonder whether you are getting a fair price, Riverside Risk Advisors can help determine the answer. As reported in the New York Times Sunday, December 12, 2010, the multitrillion-dollar derivatives market is dominated by a small group of large banks whose derivatives trades lack transparency. As a result, buyer and sellers may not be getting best prices, according to the newspaper.

“The New York Times article illuminated the reasons why most outsiders—companies, pension funds, and government agencies, among others-- are at a disadvantage when they try to buy or sell derivatives,” comments Joyce Frost, a partner at Riverside Risk Advisors and a 25-year veteran of the derivatives market. “A client should not solely rely on the banks to ensure best pricing because of the inherent conflicts of interest. If there isn’t in-house derivatives expertise to verify pricing, best practices call for seeking outside advice from experienced professionals.”

“We founded Riverside Risk Advisors for just this reason--to help level the playing field for derivatives customers by providing Wall Street expertise and negotiating power on the client’s behalf so that they get better pricing and execution without any conflicts of interest,” she added.

Riverside Risk Advisors has already advised corporations, private equity firms, real estate developers, and project sponsors. Over the last two weeks Riverside has been engaged to negotiate better pricing for several clients, including a large media company and a private equity firm, involving more than \$700 million (notional amount) in swap terminations.

Riverside Risk Advisors was launched in October 2010 by Frank Iacono and Ms. Frost, both former executives with Morgan Stanley, and Chris Frost, former managing director at Société General in New York, where he ran the corporate interest rate and foreign exchange derivatives sales business for the Americas.

About Riverside Risk Advisors

Riverside Risk Advisors provides end-users independent advice on the structuring and execution of derivatives, including interest rate and currency swap transactions and credit derivatives. It also provides expertise in accounting for derivatives and client services relating to investment banking, private equity, project finance and financial institutions.

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