

SERLING ROOKS FERRARA MCKOY & WOROB LLP

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SERLING ROOKS ENTERS STRATEGIC ALLIANCE WITH FRANKFURT KURNIT

Music law boutique to work closely with leading media and entertainment firm

July 28, 2009 - New York, N.Y. - Serling Rooks Ferrara McKoy & Worob, LLC, a prominent music business law firm, announced today a global services alliance with leading New York-based media and entertainment law firm, Frankfurt Kurnit Klein & Selz, PC. Through the alliance, the two firms will be uniquely positioned to provide clients with a complete portfolio of legal services for all facets of their careers.

“Frankfurt Kurnit is one of the world’s best full service entertainment law firms,” said Joseph Serling of Serling Rooks Ferrara McKoy & Worob. “We look forward to combining our industry-leading music expertise with Frankfurt Kurnit’s extensive array of services, relationships, and deep knowledge of the media and entertainment industry, to offer our clients the full range of services they can find nowhere else.”

“Music is an essential component in many of today’s entertainment and branded entertainment transactions,” said Frankfurt Kurnit partner Amy Nickin. “This innovative arrangement provides our entertainment clients with Serling Rooks’ unparalleled music business expertise, and their clients with our firm’s wide range of premium media and entertainment services.”

In addition to its renowned full-service Entertainment Group, Frankfurt Kurnit’s client service areas also include advertising, intellectual property, litigation, technology, corporate, finance, tax, estate planning, and other complementary services.

“This strategic alliance ensures that our collective clientele will receive superior representation in all aspects of their creative and business endeavors,” Nickin added.

Serling Rooks clients include Lady Gaga, Fallout Boy, The Fray, John Mayer, Maroon 5, Trans Siberian Orchestra, Gavin DeGraw, 3Oh!3, Zac Brown Band, Metrostation, Ozzy Osbourne, Moby, Pete Seeger, Ani DiFranco and many other well-known musical artists, producers, labels and properties.

Frankfurt Kurnit clients include The Tribeca Film Festival, Aaron Sorkin, Dean Koontz, John Goodman, Bradley Whitford, Amanda Seyfried, Dan Fogler, Scholastic Inc., @radical.media, The Gatorade Company, Nike, Sephora USA, Inc., and other high-profile individuals and corporations.

The two law firms will continue to operate independently in their current offices and under their current firm names.

About Serling Rooks Ferrara McKoy & Worob, LLP

Serling Rooks Ferrara McKoy & Worob represents recording artists, producers, songwriters, music publishers, record companies, marketing companies, managers, production companies and booking agencies. The firm's clients include some of the top artists, songwriters, record labels, executives and entrepreneurs in the music business.

About Frankfurt Kurnit Klein & Selz, PC

Frankfurt Kurnit Klein & Selz celebrates more than 30 years as a leading media, entertainment, advertising, and technology law firm. The firm represents some of the world's best-known film and television producers, actors, writers, directors, distributors, publishers, financiers, models, fashion designers, athletes and sports organizations, online content and service providers, and many of the foremost advertising agencies and advertising professionals, information technology companies, corporate brands, and charitable organizations. The firm also represents corporate and individual clients in complex business transactions, venture financing, and commercial disputes; handles securities fraud, white collar defense, and other litigation; and provides advice on intellectual property, marketing, employment, ethics, tax, trusts and estates, and real estate.