

PRESS RELEASE

August 27, 2009

Choice Asset Management, Inc. is proud to announce William H. Watson, III of Newport Beach, CA has joined Choice Investments, Inc. as Vice President of Investment Banking. “Bill's experience in the investment banking industry adds the final missing dimension to our expansion plans,” said Choice Asset Management Founder, Don Itzen.

Choice will focus their efforts on companies that are selling and installing energy reduction products. These products will reduce demand on the electrical grid, green energy technologies and traditional oil and gas.

“Choice has a lot of the same great qualities that I look for in the companies we finance,” said Watson. The people are dedicated, working hard to build something of significance that's based on principals of fairness and honesty. Being a former Iowan, I have always felt a special kinship with Texans. We are both an independent breed and believe in hard work and making our own success.”

Watson ran Brookstreet Securities Venture Finance group for four years, during which time he and his team raised about \$250,000,000 and completed 21 investment banking transactions in a row. Watson personally raised about 25% of the funds from his own customer base. Brookstreet was a family owned business that started in the founder's back bedroom office and grew to 1,000 brokers, 100,000 customers and over \$10 billion in assets. “When I joined Brookstreet in 2003, I was able to build the Corporate Finance Department from scratch. My team created the investment banking policies and procedures for the firm. I think we have an opportunity to see similar growth at Choice Investments,” said Watson.

“Most of the investment banking people that I have met over the years have been very good technically, but rarely are they great sales people. As a smaller firm with big aspirations we needed someone who can not only identify and negotiate a transaction properly, but also lead our sales team,” said Itzen.

One of Watson's close friends and mentor, Alan Harp, was a Houston native and University of Texas graduate. Harp helped build Rotan- Mosley into one of the investment banking powerhouses in the energy sector during the '70s. Harp once told Watson “any fool can make money in a good market, but you can build an empire in a bad market.” With the economy being on the skids over the past few years, Watson understands that the timing couldn't be better to start building that empire.