FOR IMMEDIATE RELEASE

THE DEAL LLC LAUNCHES THE DEAL PIPELINE, AN INNOVATIVE TOOL FOR BUSINESS DEVELOPMENT

NEW YORK, N.Y. – October 14, 2008 – The Deal LLC, the authoritative voice of the deal economy, today unveils The Deal Pipeline, (www.thedeal.com/pipeline), a premier deal discovery and sourcing resource providing actionable intelligence for the global community of corporate and financial dealmakers, advisers and institutional investors.

A comprehensive subscription-based product, The Deal Pipeline provides access to real-time news and information on more than 50,000 firms and 40,000 individuals involved in the sell-side and buy-side of dealmaking.

Using cutting-edge search technology to aggregate The Deal’s exclusive proprietary content, along with targeted external content from around the Web, The Deal Pipeline helps users sift through a wealth of information with navigation tools built for convenience, accessibility and ease of delivery. These navigation tools allow users to easily search and personalize information by companies, people, and topics (news, industry, region, size and/or keyword) and receive content via the Web, mobile devices and email. Other unique features to The Deal Pipeline include:

- Forward-looking intelligence that uncovers deal flow opportunities
- Access to original and difficult-to-track information on auctions, private companies and middle market deals
- Profiles of firms and top-level professionals that allow users to track peers and competitors

Along with a subscription to The Deal Pipeline, users will also receive The Daily Deal, the twice-daily electronic newspaper providing news, transaction coverage, arbitrage statistics and career maneuverings.

“As dealmaking has changed velocity and direction, The Deal Pipeline is an essential discovery and intelligence tool for dealmakers looking to drive deal flow and seize new business opportunities,” said Kevin Worth, CEO and president, The Deal LLC.

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The Deal Pipeline rolls up the company’s existing paid electronic products—TheDeal.com, Auction Block, Merger Arb Alert, Bankruptcy Insider and VCD.com—into one product. It will be sold on an enterprise-level to investment banks, law firms, private capital funds and others.

The Deal Pipeline currently has more than 2,000 beta-testers at some of the largest banking, investment and law firms. Some of its largest customers already include banks, restructuring, private equity and law firms.

For more information on The Deal Pipeline, contact Michael Crosby, Vice President of Sales, at 212.313.9325 or at mcrosby@TheDeal.com.

About The Deal LLC

The Deal LLC (www.thedeal.com) is a diversified media company that is the authoritative voice of the deal economy. We serve the global deal community—corporate and financial dealmakers, advisers and institutional investors—by providing business and financial news and information that offers fresh insights on the deal economy, a set of interrelated activities, focused on dealmaking of all kinds, whose purpose is to generate corporate and capital growth in a continually changing global market. We offer a comprehensive line of print and electronic products – The Deal, The Daily Deal and TheDeal.com – and live annual events including Private Capital Symposium, Distressed Investing Forum, Corporate Dealmaker Forum and M&A Outlook. The Deal LLC, a privately held company, is owned by private investment funds, including U.S. Equity Partners LP, sponsored by Wasserstein & Co. LP.

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