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MEISTER SEELIG & FEIN
ANNOUNCES THE ADDITION OF FOUR NEW PARTNERS
AND THE FORMATION OF
THE ENTERTAINMENT AND NEW MEDIA PRACTICE GROUP
CO-CHAIRLED BY TWO OF THE NEW PARTNERS

New York, NY ---- Meister Seelig & Fein LLP, a highly regarded and prominent law firm that focuses primarily in real estate, corporate, commercial litigation, employment law, and entertainment law, announced today that it has added four new partners: Elaine M. Rogers, Barry M. Perlman, Mitchell Lampert, and Sidney D. Bluming; in addition, the firm has established an entertainment, sports and new media practice group and has opened an office in Boston. The announcement was made by Managing Partner, Mark Seelig. Mr. Seelig stated: "We are pleased that such creative and highly seasoned attorneys have chosen to join our firm. The addition of two highly regarded entertainment attorneys such as Elaine and Barry will enhance our ability to continue to expand our entertainment practice, which is one of our fastest growing practice groups. The addition of a Boston office, along with our current offices in Los Angeles, New York and New Jersey allows us to enhance our national footprint and improve overall client services. The firm has also added two skilled and seasoned attorneys, Mitchell and Sidney, in the areas of corporate, securities, intellectual property and licensing.

Following are the new MSF partners:

Elaine M. Rogers

Elaine M. Rogers' practice emphasizes all aspects of the Entertainment and New Media industry including publishing, promotion, advertising, licensing, media, theatre, interactive, motion pictures, television (including production/legal and distribution agreements), and music, as well as the representation of talent and other media and entertainment companies.

Ms. Rogers was formerly a partner at Fish & Richardson P.C. in the media and entertainment group and, prior to that, at premier law firms in entertainment. As a film and television agent with Kneerim & Williams at Fish & Richardson P.C., the firm's literary and dramatic rights agency, Ms. Rogers has packaged, placed, and/or negotiated a number of film and television projects with studios, distributors, networks, and financiers. Prior to joining the field of law, Ms. Rogers worked as an advertising and public relations executive for several of the world's largest firms including Burson-Marsteller, Saatchi & Saatchi (The Rowland Group), and WPP, managing a variety of entertainment, consumer, corporate, and healthcare accounts.

Ms. Rogers is a Clinical Field Supervisor in Entertainment Law for the Internship Program at Suffolk University Law School. She was featured in the ABA Forum's Women in Communications Law Subcommittee's newsletter "Women to Watch" section, of which she is a member. Ms. Rogers authored a chapter on "Recent Trends and Hot Topics in Advertising Law" in *Managing Advertising & Marketing Legal Issues: Leading Lawyers on Preventing Claims, Handling Disputes, and Understanding Recent Trends and Developments (Inside the Minds)* published by Aspatore Books. She has been listed in The National Registry of America's Who's Who (2000), and was named in a cover article as one of *Boston Magazine's* "The Best Lawyers" in Entertainment Law (October 2002). She was also in *Boston Magazine's* November 2004, 2005, 2006, 2007, and 2008 issues as one of Massachusetts' "Super Lawyers."

Barry M. Perlman

Barry M. Perlman's practice focuses on all media and entertainment related industries including

all aspects of licensing, production and distribution in music, film, television, fashion and interactive media. Mr. Perlman was formerly of counsel at Fish & Richardson and was associated with several other premier entertainment law firms in New York City.

Mr. Perlman had previously served as a senior executive for Virgin Records EMI, where he managed the business and legal affairs for more than 50 popular recording artists, such as Lenny Kravitz, Janet Jackson, Iggy Pop, and the Rolling Stones, amongst many others. In addition, he was responsible for business affairs for Astralwerks and Blue Note Records. Prior to attending law school, Mr. Perlman was a Senior Market Analyst and a Listings Manager in the Securities Division at the American Stock Exchange where he researched, evaluated, and recommended the listing eligibility of new issuances of public debt and equity.

Mitchell Lampert

Mitchell Lampert has more than 20 years of experience as a corporate and securities attorney. He has represented both issuers and underwriters in numerous public and private securities offerings and related transactions and has extensive experience in all aspects of 1933 and 1934 Act registration, reporting and compliance. Mr. Lampert is a veteran “deal-maker” and regularly works with his clients to help them identify strategic partners, customers, sources of capital and opportunities.

Mr. Lampert actively represents companies with matters relating to their business, including mergers, acquisitions, joint ventures, equity and asset sales and purchases, contracts, licensing, trade secret protection, corporate finance, corporate governance and corporate compliance. Mr. Lampert has owned and operated businesses, has acted as General Counsel for a publicly held digital media company and is well known and regarded by his clients as a practical business attorney who understands business not only from the legal side, but also from the business owner and operator’s side. He is experienced in financial statement review and is a skilled negotiator.

Sidney D. Bluming

Sidney D. Bluming has practiced in the corporate, commercial and intellectual property areas for over 35 years, representing private companies, including manufacturers, designers, retailers, distributors, software developers and consultants, as well as senior executives, celebrities, fashion models and athletes in employment, termination, sponsorship, endorsement and other major contracts. He has diverse and extensive experience in general business, corporate and commercial transactions, involving all phases of corporate matters and transactions, and has been doing intellectual property licensing and counseling (trademark, copyright, software) for over 30 years, having written and testified as an expert on numerous occasions, and has impacted over 1000 license agreements. Mr. Bluming was involved several significant celebrity license transactions, representing the celebrities in some, and retailers or manufacturers in others. He has represented television and film performers, directors, producers and writers. Mr. Bluming also has extensive arbitration experience, handling matters throughout the US, and a significant ICC Arbitration in Italy. He sits as an arbitrator serving as a member of the Panel of Arbitrators of the American Arbitration Association and the National Arbitration Forum. Mr. Bluming has an active international – cross border practice and is the founding US delegate to an international network of lawyers covering 90 cities in 38 countries throughout the world.

Meister Seelig & Fein LLP is a well regarded commercial law firm comprised of more than 30 attorneys and has a highly regarded reputation for its outstanding legal representation of public and private clients, high net worth individuals, entrepreneurs, professional athletes, entertainers, and real estate developers and investors. Clients include some of New York's most important real estate developers, and entrepreneurs and the firm is regularly called upon by a who's who in the real estate, entertainment and private corporate worlds for its in-depth knowledge and seasoned expertise in matters involving complex real estate, corporate and finance transactions. In addition to its offices in New York City, the firm has offices in Los Angeles, Boston, and New Jersey and has an affiliated office in Philadelphia.

For further information on the law firm, please visit www.meisterseelig.com