



BLUE BEACON CAPITAL, LLC

## News Release

### **BLUE BEACON CAPITAL ADVISES RED CIELO, LLC ON STRATEGIC ALTERNATIVES**

Monday, February 2, 2004, 1:00 pm PST

**MALIBU, CA, February 2, 2004.** Blue Beacon Capital, LLC (“Blue Beacon Capital” or the “Firm”), a leading investment bank serving companies in the telecommunications, media and technology (“TMT”) industries, has been retained as exclusive strategic advisor to Red Cielo, LLC (“Red Cielo” or the “Company”) in connection with an evaluation of its strategic alternatives.

#### **About Red Cielo**

Red Cielo is a privately-held provider of marketing, advertising and design services. Headquartered in Atlanta, the Company has a proven track record of designing and implementing diverse strategies and visual solutions. Using internal market research, creativity and cutting edge business graphics tools the professionals of Red Cielo assist organizations of all sizes in reaching previously inaccessible markets.

#### **About Blue Beacon Capital**

Blue Beacon Capital is a leading investment bank focused on advising companies across TMT industries on matters relating to mergers, acquisitions, exclusive sales, private equity and debt financings, restructurings, recapitalizations, valuation and fairness opinions. The Firm is at the forefront of events and strategies that are shaping the TMT industries, ensuring that its clients are on the inside track with respect to market trends, strategic opportunities and access to capital.

Blue Beacon Capital’s professionals have substantial TMT transaction experience, having closed over 60 transactions representing more than \$25 billion of value during the past decade. The Firm is headquartered in Los Angeles with offices also in Atlanta and Chicago. For more information, please visit us at: [www.bluebeaconcapital.com](http://www.bluebeaconcapital.com).

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