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July 06, 2012

## URBAN CAPITAL LAUNCHES MEZZANINE: ROYALTY FUND I

### Royalty Fund I Will Target Los Angeles & SoCal Small Businesses

LAGUNA NIGUEL, CA (July 6, 12) – Urban Capital of America is pleased to announce the launch of Urban Capital Royalty Fund I, L.P. a \$125 million “fund in formation” being developed to bring much needed growth capital to small businesses in Los Angeles and the Southwest. UCA and Royalty Fund I are the latest initiatives of Barry Wilson, Urban Capital’s Chairman and CEO and a private equity veteran with over 30 years of experience bringing innovative financing techniques, such as royalty-based financing, to the small business marketplace.

“Urban Capital and Royalty Fund I were simply the next logical step in my 30 year journey to strengthen the heart of the US economy, one small business at a time.”, said Mr. Wilson, “Let’s not forget that these businesses are the nation’s job creation engine. Urban Capital and the family of funds it will sponsor are specifically designed to provide relatively small amounts of capital to high quality companies that can’t tap the public or M&A markets. In the Los Angeles area alone, there’s a pool of over 14,000 small businesses from which to choose. In addition, the profitability of these investments creates a much needed sustainable business model for economic development. Given the economic challenges facing the nation, there’s never been a more important time to make this happen!”

Royalty Fund I will be UCA’s inaugural fund. Over time, UCA plans to launch similar funds in other regions of the country and ultimately develop a family of funds to meet the national demand for UCA’s unique brand of growth capital. Royalty Fund I is targeting the end of 2012 to begin making investments. Updates on timing can be found on the UCA website:

[www.urbancapital.com](http://www.urbancapital.com).

#### About Urban Capital of America

Urban Capital of America provides growth financing to small and medium-sized businesses. Urban structures financings with revenue royalties instead of warrants or equity. This approach avoids stock dilution keeping the business owners in control of their destiny. Barry Wilson, Urban Capital’s founder, has taken his 30 years of experience in the private equity arena and developed the Urban Capital strategy. Many of the Urban Capital tools and processes have been hard won lessons, born out of the challenges and opportunities he has encountered during his investment career.

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