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ADVISORS

FOR IMMEDIATE RELEASE

USC Invites CWP Advisors to Share a Day in the Life

October 23, 2010 -- NEWPORT BEACH, CALIFORNIA - University of Southern California's Trojan Real Estate Association invited CWP Advisors to participate in its "Day in the Life of Three Real Estate Professionals." The Trojan Real Estate Association also invited Dennis Cisterna and Neal Pearlmutter to share their experiences and current activities.

The event will be held on October 26 on campus. The event is an opportunity for students to interact with real estate professionals who highlight aspects of their particular industry function, explain the details of their jobs, discuss the evolution of their own careers and provide students with career path advice.

Salvatore Provenza, Managing Director of CWP Advisors, will discuss real estate development. He has extensive real estate investment, development and management experience. As Managing Director, Designated Broker and Principal Receiver of CWP Advisors, he provides advisory services to lenders, special servicers, owners, investors and developers. Prior to CWP Advisors, Mr. Provenza was a senior manager of a national full-service real estate development company. During his tenure, he worked on both coasts and was responsible for critical operational aspects including land acquisitions, due diligence, approval processing, management, and project-specific financing. He has hands-on experience managing a wide-range of developments. In addition to over \$300 million in acquisitions, sales and financing, Mr. Provenza was involved in corporate M&A for companies valued at over \$4 billion. Prior to his development career, he worked for two architecture and town planning firms focused on retail, hospitality, office and mixed-use projects. Mr. Sal Provenza is an active real estate professional and an experienced real estate lecturer and panelist. Mr. Provenza holds an MBA from the University of Southern California and a BA in Architecture from the University of North Carolina at Charlotte. He is a licensed general contractor and real estate broker. Mr. Provenza is a board member of USC's Marshall Partners, Building Block Foundation Fund and Chapman University's Center for Real Estate, Law and Environmental Studies.

Mr. Cisterna is Vice President of Acquisitions at Broberg Capital, a real estate investment firm focused on distressed opportunities in the United States. Previously, he was a Principal with American Pacific Development and a Land Acquisition Director at Toll Brothers, the nation's largest luxury home builder. Mr. Cisterna is involved in overseeing strategic planning and acquisitions nationwide. He is an expert in economic and housing market research as well as strategic planning, financial analysis and property valuation. He is a contributing writer for Builder & Developer magazine. Mr. Cisterna has been working in the real estate industry since 2000 and began his career as a Senior Development Consultant at Meyers Group (now Hanley-Wood Market Intelligence). He is a Licensed Real Estate Broker in California and holds a Bachelors Degree in Political Science from San Diego State University.

Mr. Perlmutter is the founder of Ignite Career Training, a real estate education company geared towards helping people transition into careers in commercial real estate. Mr. Perlmutter advised on over \$1 billion of real estate projects while working as an Associate with The Concord Group, one of the nation's leading real estate consultancies. Mr. Perlmutter was also an Investment Analyst with DMP Properties, where he was also directly involved with lease negotiations and property management. Prior to his involvement in real estate, Mr. Perlmutter worked in sales and marketing with Los Angeles Kings Hockey Club. Mr. Perlmutter holds a Bachelors Degree from Duke University and an MBA from IESE in Barcelona.

About CWP Advisors LLC

CWP Advisors is a real estate receivership, management and brokerage company providing advisory services to owners, lenders and special servicers invested in residential and commercial real estate located throughout the western United States.

For more information:

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