

FOR IMMEDIATE RELEASE

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BRUCE LIPNICK FOUNDER AND CEO OF CROWD ALLIANCE IS INVITED TO THE CHAMPIONS OF CHANGE CEREMONY HOSTED BY THE WHITE HOUSE

New York, June 2013 – Bruce H. Lipnick, Founder and CEO of Crowd Alliance was invited to attend the Champions of Change Program on June 4, 2013 at the Eisenhower Executive Office Building at the White House. “I am pleased to represent CROWD ALLIANCE in joining the White House’s recognition of pioneers of Crowdfunding and to participate in the Champions of Change Program. We are a firm believer that the Jobs Act initiative will grow and provide much needed capital to small businesses leading to sustained job growth in the USA.”

Crowd Alliance will initially focus on the United States but over the next year will venture into South America and Israel. Bruce Lipnick says, “There’s a tremendous amount of technological and health care innovation coming out of Israel. Latin America and other parts of the world also have a strong and growing middle class that will fuel the Crowdfunding space. We will be combining the traditional ways of funding emerging companies with the new Crowdfunding approach and emerging companies will also be nurtured by our team of experienced industry expert advisors.”

The event will feature, “entrepreneurs who exemplify the promise of Crowdfunding to fuel the growth of startups and small businesses across the Nation.” Crowdfunding means raising money in small increments from many individuals, typically using an internet platform. Donation-based Crowdfunding is already empowering many entrepreneurs, while investment-based Crowdfunding platforms will soon be facilitated by the bipartisan Jumpstart Our Business Startups (JOBS) Act, which the President signed one year ago and the SEC will implement.

The White House Champions of Change Program highlights the stories and examples of citizens across the country who are “Building an America to Last” with projects and initiatives that move their communities forward. All across the country, ordinary Americans are doing extraordinary things in their communities to out-innovate, out-educate, and out-build the rest of the world. The White House invites the Champions of Change to share their ideas and to empower and inspire other members of their communities.

About Crowd Alliance:

Crowd Alliance, founded in 2013 is a privately held company that will create and expand a successful platform and establish a dominant position within the emerging Crowdfunding space in the United States, the largest equity and debt financing market in the world, as well as internationally. For more information please visit www.crowdalliance.co

About Asset Alliance:

Asset Alliance Corporation, founded in 1996 and headquartered in New York, is a privately held company that strategically invests in diversified alternative asset management firms and provides

specialized investment products and services to institutions and high-net-worth individuals. The company continues to expand the firm's global presence through joint ventures and distribution of specialized products throughout Europe, Asia and the Middle East. For more information please visit www.assetalliance.com

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