



Atalanta
Sosnoff

IMPORTANT ANNOUNCEMENT

March 5, 2010

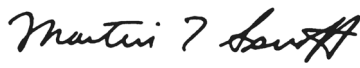
We are proud to tell you that Evercore Partners will purchase a 49% economic interest in Atalanta Sosnoff. A NYSE listed company, Evercore is a leading independent investment banking firm founded by Roger Altman, Deputy Secretary of the U.S. Treasury in the Clinton Administration. Their CEO, Ralph Schlosstein, is building Evercore's asset management presence by partnering with highly regarded managers. Ralph was co-founder and President of BlackRock, Inc. so we are eager to share in the wisdom gained in creating a premier investment organization. Evercore is comprised of over 40 senior investment bankers who have advised on over \$1 trillion of mergers, acquisitions, restructuring and recapitalization transactions. Passing their due diligence must mean we are doing something right.


Evercore is an ideal partner. They share our respect for the integrity of the investment process and their holding period can be forever. No aspects of Atalanta's operations are expected to change: Same people, same process, same client service. All five of our principals are enthused by the transaction, have signed retention agreements and retain 51% ownership. In fact, we designed an equity recycling program to secure the longevity of our firm. In essence, younger generations of professionals will increase their ownership over time, but no retirements are imminent.

Mutual respect and aligned interests are the keystones of a successful partnership. (Trust us, it helps in a marriage as well). Atalanta and Evercore share the belief that each party's interests must be respected. Our agreement clearly specifies there will be no interference with Atalanta's investment processes. As strategic partners both our and Evercore's interests need to be addressed, and therefore Atalanta will be governed, by a management board consisting of Martin Sosnoff, Craig Steinberg and three Evercore designees with each party's rights established under predefined circumstances. Rest assured, Atalanta's investment performance will determine its destiny.

The SEC defines a greater than 25% shift in ownership of voting rights as change in control and given Evercore's large interest, our attorneys tell us that client consents are required under our investment advisory contracts. In this case, consent does not change the terms of our contract in any way other than acknowledging this change in ownership. We recognize that this requirement may be inconvenient but we ask you, or the authorized individual(s) on the account, to kindly sign and return the attached consent form in the enclosed pre-paid, pre-addressed envelope. Please call with any questions.

While excited by Evercore's vote of confidence, our ultimate goal is to continue to perform well and merit our clients' respect. This transaction makes a lot of sense since it builds for our future and we add a very smart partner. We see no negatives and remain focused on our investment management responsibilities to you. As always, we cannot do well unless you do well.


Martin T. Sosnoff


Craig B. Steinberg

Building on Long-Term Success **Atalanta Sosnoff**