



News Release – October 19, 2011

Launch of Meridian Business Television a “Game Changer”

(Calgary, Alberta) The Merchant and Investment Banking industry has its first social media driven television show with the launch today of ***Meridian Business Television (MBTV)***. Initially introduced as a weekly Internet distributed television program focusing on financing options for mid-sized private companies, ***MBTV*** opens the door for a form of business television content not available on the web or conventional television.

“Business TV shows and networks focus on what I would call “macro” and “micro” business,” explained **Randy Lennon**, a former television personality and producer who has spent the last seven years in the merchant and investment banking world. “There are no television shows focusing on mid-sized businesses and the successful private entrepreneurs who are the true drivers of the North American economy. It’s either ‘macro’ stock market and Fortune 500 company analysis or so called “business reports” that focus on how individuals or micro business owners should manage their finances.”

MBTV promises real time advice and counsel for mid-sized private company owners who want to learn about alternative financing options, mergers and acquisitions, various options for entrepreneurial founder succession, and financial engineering.

“Owners of small and mid-sized private companies can’t access the services and expertise of the major investment banking firms,” says Lennon. “By watching and interacting with ***MBTV*** they can get direct advice and counsel from a 35 year international investment and merchant banker like **Keith Turner, CEO of Meridian Merchant Capital.**”

The first series of programs have Lennon posing questions to Keith Turner that have been submitted by business owners to the ***MBTV*** web site. Future shows will feature other sophisticated corporate finance experts being interviewed along with successful entrepreneurs who’ll share their experiences of navigating the often complex world of corporate finance the “hard way”.

“There’s a disconnect between company owners and capital sources,” explains Keith Turner. “One of our key roles at Meridian Merchant Capital is education, both our clients on how to effectively communicate with banks and other capital sources, and our capital sources with how to communicate with business owners. We’ve held a series of *Access to Capital Conferences* to address this disconnect, and now we’re taking it to the next level with ***MBTV.***”

*For more information visit <http://meridianbusiness.tv/>
Or contact Randy Lennon at 403-538-2130*