Needham & Company, LLC Hires Laura Martin To Cover Media and Entertainment

Analyst Brings Record of Outstanding Independent Research

New York, NY, October 27, 2009 -- Needham & Company, LLC, a privately held, full-service investment bank, announced today that Laura Martin has joined the firm as an analyst covering media and entertainment.

Prior to joining Needham, Ms. Martin founded Media Metrics LLC in 2003, where her research was distributed through Soleil Securities. At Media Metrics, she published independent research about America's largest entertainment, cable, internet and outdoor companies, including Disney, News Corp., Time Warner, CBS, Viacom, Google, Yahoo and Clear Channel Outdoor. In 2006 and 2007, she was ranked among the "Best of Independent Research" by *Institutional Investor*. Prior to that, Ms. Martin served as EVP of Financial Strategy & Investor Relations at Vivendi Universal in Paris. She also previously worked at Credit Suisse First Boston, where she was nationally ranked by *Institutional Investor* for four years in the cable & entertainment industries.

"Laura is well respected among her peers," said Thomas A. Maloney, CFA, Managing Director and Director of Research. "We are fortunate to have someone of her caliber join us at Needham."

Ms. Martin graduated with a Bachelor of Arts degree from Stanford University and Harvard Business School, and is a Chartered Financial Analyst.

About Needham & Company, LLC

Needham & Company, LLC, a wholly owned subsidiary of The Needham Group, Inc., is a privately held, full-service investment bank with the mission of helping emerging growth companies achieve their potential. The firm is headquartered in New York City with offices in Boston, Menlo Park and San Francisco. In addition to investment banking, Needham's principal activities include institutional sales and trading and asset management. To serve its institutional clients, Needham & Company, LLC produces comprehensive equity research on more than 350 companies in clean technology, communications, consumer, hardware & storage, healthcare, industrial & diversified growth, semiconductors & semiconductor equipment and software. Needham & Company, LLC is a member of FINRA/SIPC. For more information, please see www.needhamco.com.

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