



## **FOR IMMEDIATE RELEASE**

### **BLOOMBERG TV ANCHOR, CAROL MASSAR TO BROADCAST LIVE FROM THE 2011 DISTRESSED INVESTING SUMMIT**

**February 22, 2011** – Carol Massar of Bloomberg Television will be broadcasting live from the site of the 2011 Annual Distressed Investing Summit and Turnaround Awards to be held at The Colony in Palm Beach, Florida, on Monday March 6-7, 2011.

Now in its 5th year, the Distressed Investing Summit and Turnaround Awards will bring together the world's leading dealmakers for an exclusive symposium and honor the accomplishments of the top distressed investing, restructuring and turnaround M&A professionals and firms.

Ms. Massar is the anchor of Bloomberg Television's closing bell program, "Street Smart," which airs daily from 3:00-5:00 p.m. eastern time. Returning to the event for the second year, Ms. Massar will interview some of the top names in the distressed investing and turnaround business. She will also serve as master of ceremonies of the M&A Advisor's 5<sup>th</sup> Annual Turnaround Awards Gala on Monday evening.

"We are delighted to have Carol Massar and the Bloomberg broadcast team return to report on our annual Summit." said Roger Aguinaldo, CEO, The M&A Advisor. "And Carol's winning personality and business acumen will truly make the Turnaround Awards Gala a memorable evening."

Ms. Massar is an award winning broadcast journalist with more than 16 years experience in financial news, including 11 years at Bloomberg Television. She has been honored with a Headliner Award, a New York Press Club Award, a Detroit Press Club Foundation's International Wheel Award and for her contributions to the Gracie Award winning Bloomberg documentary "The Ethanol Fix".

Before joining Bloomberg, Massar worked at CNBC, Dow Jones/The Wall Street Journal Report and she began her broadcast career at the Financial News Network in New York. Massar earned a degree in economics from Barnard University, Columbia University.

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