

# Executive Sounding Board

## Associates Inc.

Management and Financial Consultants

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**FOR IMMEDIATE RELEASE**

### **Executive Sounding Board Associates Inc. Engaged as Financial Advisor to the Official Committee of Unsecured Creditors of SIGG Switzerland (USA), Inc.**

**Philadelphia, PA—July 28, 2011** — Executive Sounding Board Associates Inc. (“ESBA”) announced that it has been engaged as Financial Advisor to the Official Committee of Unsecured Creditors (“Committee”) of Sigg Switzerland (USA), Inc. (“SIGG”). On May 20, 2011, SIGG voluntarily filed for Chapter 11 bankruptcy protection in the U.S. Bankruptcy Court in the District of Connecticut.

Stamford, CT-based SIGG is owned by the parent company, Sigg Switzerland AG, a 103 year-old designer and manufacturer of reusable, environmentally-friendly aluminum bottles favored by health and environmentally-conscious consumers. SIGG owns the exclusive right to distribute the well-known bottles to retailers in the United States, sold in big-box stores such as Target, as well as in small boutique retailers.

Due to a combination of factors, in recent years, sales and profits of the Debtor have declined, necessitating a Chapter 11 bankruptcy filing. The Debtor is currently pursuing a sale of its assets pursuant to Section 363 of the Bankruptcy Code.

In its capacity as Financial Advisor to the Committee, ESBA seeks to enhance the ultimate recovery value to the creditors.

The engagement is being led by ESBA Managing Directors James W. Fox and Myron A. Bloom.

#### **About Executive Sounding Board Associates Inc. (ESBA)**

For over 34 years, Executive Sounding Board Associates Inc., a leading turnaround and crisis management advisory firm, has worked with U.S. and international middle market companies which are experiencing financial or operational challenges. Over 1,000 public and privately-held companies have benefited from ESBA’s partnering approach to restoring value for its clients while restoring confidence with the clients’ shareholders including investors, lenders, customers, suppliers and employees. Serving the needs of clients across a wide range of industries, ESBA also has specialty practice areas focused on healthcare companies, government contractors, performing arts and cultural institutions, and not-for-profit organizations. The Beard Group, publisher of *Turnarounds and Workouts Magazine*, and *The Deal*, have recognized ESBA as one of the top U.S. turnaround consulting firms. Headquartered in Philadelphia, ESBA has offices in New York City and Baltimore.

For more information, visit [www.esba.com](http://www.esba.com).