

Executive Sounding Board

Associates Inc.

Management and Financial Consultants

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FOR IMMEDIATE RELEASE

Robert Katz of Executive Sounding Board Associates Inc. Appointed Chief Restructuring Officer of We The People USA

Philadelphia, PA—April 5, 2010 —Executive Sounding Board Associates Inc. (“ESBA”) today announced that Robert D. Katz, CTP, has been appointed Chief Restructuring Officer of We The People USA with the approval of The United States Bankruptcy Court for the District of Delaware. In this role, Katz is charged with leading the restructuring of the company, communicating with creditors and stakeholders and leading and guiding the company through Chapter 11.

We The People USA, the legal document preparation company that operates through a network of franchisees, filed a voluntary chapter 11 petition on February 19, 2010.

Robert Katz, a Certified Turnaround Professional, has over twenty years of turnaround experience having successfully served as Chief Executive Officer, Chief Operating Officer, Chief Financial Officer, Advisor, and Board Director for numerous troubled middle market companies. Katz has worked to restructure companies in the manufacturing, wholesale distribution, retail, hotel/casino, publishing and service industries. He graduated from The Wharton School of Business of the University of Pennsylvania and received a MBA degree in Finance from Temple University.

About Executive Sounding Board Associates Inc.

For over 31 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 900 public and privately-held companies have benefited from the Executive Sounding Board Associates Inc. partnering approach to restoring value for its clients while restoring confidence with its shareholders including investors, lenders, customers, suppliers and employees. Serving the needs of clients across a wide breadth of industries, Executive Sounding Board Associates Inc. also has specialty practice areas focused on healthcare companies and government contractors. ESBA has been named as one of the top 14 turnaround consulting firms in the country seven of the last ten years. Headquartered in Philadelphia, Executive Sounding Board Associates Inc. has offices in New York City, Baltimore and Charlotte.

Additional information about the company is available at www.esba.com.