

Mayfair Securities, LLC is delighted to announce that Mark R. E. Pinney, M.B.A., M.Sc., C.F.A. has joined the firm as an advisor.

Mark has just concluded an extremely successful sale of Tacoda to AOL. This venture backed private company is an innovator in the internet advertising industry and we are delighted to have Mark's expertise and knowledge available to our clients who are using the internet in increasingly productive ways.

Mark has 23 years experience as a finance executive and entrepreneur, with a track record in the formation and development of early stage technology companies in the life science and internet sectors. He has experience in strategy development, venture and growth capital fundraising, forecasting, valuation, M&A and IPOs.

Mark was most recently Chief Financial Officer and Chief Privacy Officer of Tacoda, an Internet technology and advertising company that was sold to AOL in September, 2007. Prior to this, he was Chief Financial Officer and Director of Acorda Therapeutics, a biotechnology company developing therapeutics for central nervous system disorders. Acorda completed an initial public offering of shares in 2006. Before this, Mark was Chairman of CanDo, an Internet company offering product and service solutions to people with disabilities. In 1998, he co-founded and was CEO of LifeWire, a company developing community-based destination web sites for the disability population. LifeWire merged with CanDo in 2000. In 1995, Mark co-founded Real Media, an Internet advertising software and services firm that merged to form 24/7 Real Media in 2001. He also participated in the start-ups of Acorda Therapeutics, Ceregene and Embol-X. Previously, he was Vice President, Private Transactions at Dillon Read & Co. (1988-1992) and Vice President, Corporate Finance for Merrill Lynch Capital Markets (1984-1988). He is a Chartered Financial Analyst.

Education:

Awarded Chartered Financial Analyst (C.F.A.) Designation

University of Chicago Graduate School of Business, Masters in Business Administration, 1982

Columbia University, Masters in Electrical Engineering, 1993

University of Exeter, England, M.Sc. Electrical Engineering, 1976