

Jardim Botânico Investimentos acquires interest in MZ Consult

The JBVC I Fund capitalizes MZ by subscribing to primary shares for a 32% interest in the company; JBI will actively participate in MZ's programs to expand both in Latin America and other emerging markets, and to create value for shareholders.

New York – January 5, 2010 – MZ Consult (“MZ” or “Company”), a leading global integrated investor relations, technology, financial services and communications consulting firm, announced today the successful conclusion of its capitalization process through the subscription of new shares in the Company by the private equity fund JBVC I. The fund is administered by the independent asset manager Jardim Botânico Investimentos.

The process involved implementing shareholder, corporate and operational restructurings over the past five months, including MZ's registration as a corporation, and was concluded on December 30, 2009 with the issue of new shares by the Company and the correspondent capital injection. MZ Consult Participações S.A. holds 100% interest in MZ Consult Serviços e Negócios Ltda., and Assembleias Online Ltda. in Brazil, as well as in MZ Holdings Inc. (Delaware) and MZ Consult NY LLC (New York) in the United States. JBVC I now holds a 32% interest in MZ's capital. As part of the process, MZ has committed to listing its stock on a stock market exchange within four years.

According to Rodolfo Zabisky, the CEO of MZ, “the move represents an extremely important step in our continuous process of professionalization and surpassing ever bigger challenges - **to become the leading IR and applied technology firm in emerging markets, with a solid structure to capitalize in the new cycle of growth in the capital markets of these regions.** The use of proceeds will be entirely for M&A transactions, which may begin in the first quarter of 2010. In addition to the resumption of IPOs in Latin America and companies' growing interest in better communicating their value differentials to equity and/or debt investors, the consolidation of important technological services such as the Corporate Governance Portal and the exclusive Assembleias Online in 2010, and the launch of MZ's ERP-IR (corporate value and risk management solution for Boards of Directors) too will help boost our organic growth”.

The controlling interest in MZ (68%) remains in the hands of 28 partners responsible for the operational management, now further aligned with and committed to customer satisfaction and value creation for shareholders. One of these partners is Ricardo Eguchi, who was recently recruited by MZ to serve as its chief financial and administrative officer, drawing on his experience at Terex Latin America, Bayer Cropscience and Carrefour. MZ's corporate governance also received a significant boost from the appointment of José Luiz Osorio to the Company's Board of Directors. Osorio is currently a member of the Center for Corporate Governance and Performance Advisory Board at the Yale University, and his experience includes executive positions in such banks as Lehman Brothers, Banco Icatu, Banco Garantia and Bank Boston, as well as president of the Securities and Exchange Commission of Brazil (CVM) from 2000 to 2002 and director-superintendent of BNDESPar in 1999.

“We are very enthusiastic about MZ's business model and its prospects for growth, both organically and through acquisitions. Moreover, the potential for replicating this model in other emerging markets is highly promising. We believe that a winning business model and a highly focused and motivated team, combined with disciplined management of growth is a recipe for investments with high return potential”, said José Luiz Osorio, a founding shareholder of JBI and MZ's newest board member.

On December 19, MZ had already announced the creation of a joint venture (“[MZ-CCG Global](#)”) with CCG Investor Relations, a company operating in the United States and China for 30 years and is half the size of MZ. This strategic partnership began with a solid base of more than 300 clients across 20 countries and a local presence in major investment centers such as New York, São Paulo, Los Angeles, São Francisco, Beijing, Shanghai, Hong Kong, Tel Aviv and Frankfurt. With MZ-CCG Global, new services will begin to be offered to the Company's existing clients in Latin America. MZ will also offer its exclusive integrated technology, database and consulting platform to the clients of CCG Investor Relations located in the United States, China and Israel.

For further information, please contact Amanda Munhoz, email: amanda.munhoz@mz-ir.com, phone: +1 (212) 813-2975.

About MZ Consult: MZ (www.mz-ir.com) is a leading global investor relations, technology, financial services and integrated communications consulting firm. Established in 1999, MZ has revolutionized the market by focusing on innovation and customized client service. With offices in New York and Sao Paulo, MZ currently has more than 290

clients in six countries. Its services include: structuring companies for IPOs; planning and implementing global investor relations programs; training; market intelligence (value creation, sector analysis, investor targeting, shareholder base and expectation management); business and financial communications consulting. MZ also offers three innovative and exclusive programs worldwide: IR Global Rankings (www.irglobalrankings.com), Exemplary Disclosure (www.exemplarydisclosure.com) and Online General Meetings (www.onlinegeneralmeetings.com).

About Jardim Botânico Investimentos: JBI (www.jbinvest.com.br) is an independent asset management company. Founded in 2003, JBI seeks high returns over the long term through investments in listed companies with excellent profitability outlooks based on fundamental analysis, and which excel in terms of potential returns and corporate governance practices. Through JBVC I, JBI invests in companies that present a combination of the following characteristics: (i) scalable business model; (ii) alignment of partners and executives with the fund's objectives; and (iii) execution capacity, discipline and value accretion. The shareholders of JBVC I are: Petros (Fundação Petrobras de Seguridade Social), Funcef (Fundação dos Economistas Federais), Postalís (Instituto de Seguridade Social dos Correios e Telégrafos), Banco do Brasil Investimentos, FINEP (Financiadora de Estudos e Projetos) and private managers/investor.
