

NEWS RELEASE

REGENTATLANTIC CAPITAL, LLC
1200 Mount Kemble Avenue
Morristown, NJ 07960
www.regentatlantic.com

CONTACT: Lauren Goldfarb

March 26, 2009

REGENTATLANTIC'S STEINER TELLS YALE STUDENTS: "PREPARE FOR A VERY DIFFERENT PHARMA"

MORRISTOWN, New Jersey (March 26) – Michael Steiner, Wealth Manager at RegentAtlantic Capital, LLC, lectured Tuesday March 24th at the Yale Biotechnology and Pharmaceutical Society in New Haven, Connecticut on the forces affecting the pharmaceutical industry and how they will impact individual careers.

“I was surprised and encouraged by the new crop of students entering the workforce, who are exhibiting more entrepreneurial tendencies than their industry predecessors,” said Steiner. This will have a positive impact on how pharma evolves and innovates. This also illustrates the changes that are underway in the industry and how those individuals with an entrepreneurial bent are shying away from larger companies where the risk and reward ratio is not as favorable as it had been for the last 25 years.

The group was in agreement that more mergers are to come resulting in fewer and even larger players.

“Our economic climate today is resulting in small biotech companies running out of cash, and capital sources are becoming scarcer. This will result in a feeding frenzy for larger companies flush with cash looking to take advantage of attractive investment opportunities,” said Steiner.

Steiner and his firm released a white paper entitled “The Continuing Evolution of the Pharmaceutical Industry: Career Challenges and Opportunities.” The paper represents the industry’s first time review of all the major research done on the industry to date. Not surprisingly, the paper describes an industry that will look very

different in the years ahead, and one where individuals will manage their careers far differently than they have in the past.

Steiner said employees in this industry will also make a sea change in how they view their careers. “They must now look at the ‘industry’ as the place where they’ll build their careers – not in one company,” he said. And they need to take a look at their personal core competencies and determine how they can package themselves to be marketable to other companies, he suggested. “The people who can “anticipate, adapt and position themselves to take advantage of the new opportunities will enjoy and thrive in the new golden era,” Steiner said.

The Yale Biotechnology and Pharmaceutical Society, comprised of Ph.D. candidates and Post-Doctoral Fellow, as well as industry executives, is headed by Yong Pan, Ph.D.

Steiner’s firm, RegentAtlantic Capital, LLC, is a fee-only wealth management firm in Morristown, NJ. The firm, an investment adviser registered with the SEC, has some \$1.2 billion of assets under management and 38 employees. Steiner, a Certified Financial Planner™ and CPA, leads the firm’s Pharmaceutical Executive Services Group.

Copies of the white paper, “The Continuing Evolution of the Pharmaceutical Industry: Career Challenges and Opportunities” are available at no cost by calling (973) 425-8420, ext. 250 or emailing paper@pharmawealthmanager.com.

For further information, contact Lauren Goldfarb at 973-425-8420, x241 and visit www.regentatlantic.com.

###

2009