

Noted Franchise Attorney Harold L. Kestenbaum Joins Ruskin Moscou Faltischek



Uniondale, Long Island, New York, August 7, 2007 – Ruskin Moscou Faltischek, P.C. is pleased to announce that effective Monday, August 6, 2007 nationally recognized franchise attorney Harold L. Kestenbaum has joined the firm as Of Counsel.

Kestenbaum is engaged exclusively in the practice of franchise distribution and licensing law, representing franchisors, both start-up and established. Effective immediately, Kestenbaum

will serve as chair of the newly established Distribution & Licensing Practice Group and as a member of the Corporate & Securities Department.

“We are delighted to have Harold join our firm,” said Co-Managing Partner Douglas A. Cooper. “We believe his presence at the firm will open up significant business opportunities for our clients. His expertise and reputation make him a most valuable addition to our firm.”

Kestenbaum, who was counsel to the law firm Farrell Fritz prior to joining Ruskin Moscou Faltischek, has concentrated his practice in franchise law and other matters related to franchising since 1977. From May 1982 to September 1986, he served as franchise and general counsel to Sbarro, Inc.; from March 1986 to December 2005, he served on the Sbarro Board of Directors. In addition, Kestenbaum currently sits on the Boards of Directors of YTB International, Ultimate Franchise Systems, Desert Moon Cafe Franchise Corporation and Garage Tek, Inc. Kestenbaum is or has been franchise counsel to many regional, national and international franchise companies. Kestenbaum’s expertise in franchise law is enhanced by his practical experience, having served as CEO of a national franchisor and as Director of six nationally and internationally known franchisors.

Kestenbaum, who is currently authoring a book on how to franchise a business, is regularly published on topics relating to franchising and is sought after as a guest lecturer by many organizations and law schools. In 2005 and 2006, New York Magazine named him one of the best three franchise attorneys in the New York

metro area; from 2004-2007, Franchise Times magazine named him one of the top 100 franchise attorneys in North America.

For more than 35 years, Ruskin Moscou Faltischek, headquartered in Uniondale, has built a reputation as one of the region's leading providers of innovative legal services. Its attorneys are practical, experienced advocates who measure their success by their clients' success. Cornerstone groups in all major practice areas of the law are represented at the firm, including corporate & securities, financial services, commercial litigation, intellectual property, health care, real estate, employment and trusts & estates. Through its independent arm, Island Strategies, lobbying services are provided at all governmental levels. Clients include large and mid-sized corporations, privately held businesses, institutions and individuals.

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