



News Release

FOR IMMEDIATE RELEASE: October 17, 2008

Contact:

Kirk Martin
Ascendant Partners, Inc.
Phone: 303-221-4700
Fax: 303-221-4715
kmartin@ascendantpartners.com
www.ascendantpartners.com

MICHAEL GENHO JOINS ASCENDANT PARTNERS INC.

GREENWOOD VILLAGE, Colo., October 17, 2008 - Ascendant Partners Inc. is pleased to announce **Michael Genho** has joined the Ascendant team as a Senior Business Analyst in its Denver office. In his new position, Michael will play a key role in supporting Ascendant's growing consulting practice.

Michael comes to Ascendant after earning his Master of Business Administration degree from The Wharton School at the University of Pennsylvania. Prior to attending Wharton, Michael worked for Bunge, Ltd., and ConAgra Foods in various strategic planning and product development related assignments.

He also worked as a research assistant at Colorado State University where he earned his Master of Science degree in Animal Science and holds a bachelor's degree in Animal Science from Brigham Young University.

Ascendant Partners is the leading provider of professional consulting, credit risk management and capital solutions dedicated to serving clients in the food, agribusiness, and renewable energy industries. Ascendant is a value-based organization built on a foundation of trust, integrity, accountability and client success.

###