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FOR IMMEDIATE RELEASE:

**THE WHITEROCK GROUP STARTS ONE-OF-A-KIND WALL STREET
TRAINING PROGRAM**
**Merging Intelligence Sources and Methods: The Case of the Foreign Interns –
Birth of a New Industry Standard**

NEW YORK, August 9, 2006 – The WhiteRock Group LLC., a New York-based global financial services executive firm, continues to achieve success building the premier executive search firm on Wall Street. Recent additions to the team include seven new interns who are being trained through a unique hands-on internship program developed by WhiteRock.

Over 200 applicants applied, but only a select international group of candidates, many of them women and minorities, were selected through a rigorous interview process from schools such as NYU, Cornell, Pace and Fordham. The rank of each candidate's school was not the most important hiring factor. WhiteRock believes in diverse educational backgrounds and nationalities, thereby not requiring pre-qualifications such as a finance major or US Citizenship.

After it opened its doors in 2004, WhiteRock executed numerous placements in investment banking and alternative investments. 2005 was a banner year, thanks to the level of talent attracted, depth of high-level executive reach and expansion of the firm's recruiting and advisory capabilities. In 2006, the pace shows no signs of slowing down. In fact, it has accelerated dramatically. WhiteRock's capabilities now extend across seven distinct modules: Research, Sales & Trading, Investment Banking, Legal & Compliance, Global Asset & Wealth Management, Alternative Investments, and Hybrids.

"Clients have carefully selected us because we speak their language. We are all former senior Wall Street professionals, and as such, they know what they are getting when they engage us. Effective human capital recruiting is essentially an intelligence game. It requires careful target identification, a subtle approach and thorough follow-up. The majority of our candidates are quite senior, happily and gainfully employed by major banks in prominent positions and clearly not considering alternatives. Most of the time, in the beginning stages, they are not even aware they are being recruited, said Gustavo Dolfino, President & Founder." By mutual agreement, the WhiteRock Group does not identify companies, positions or executives.

What is unique about the training program that Dolfino and his team have developed is the experience and skills the new interns are acquiring through its many moving parts. Not only are they shown the ropes of the headhunting business; they are schooled in the markets they cover.

By the time they graduate the program, they will have been exposed to a variety of specialty areas first-hand, learning much about them, but also learning about themselves; challenging ideas and thoughts of what they thought the work would entail versus what it did entail in reality. As a result, interns start learning early-on the essential skills necessary to not only survive, but succeed on Wall Street and in the business world in general – quick, creative and resourceful research, accurate synthesization of information, event sequence and prioritization, time management, working under extreme pressure – essentially, responsibility and accountability for timely delivery of results.

Classroom training is another part of WhiteRock’s “professional development” program. Current and former Wall Street Senior executives in investment banking, alternative investments, and human resources are regular guests running workshops on topics such as equity valuation, fixed income math, commodity hedging and other areas with a strong emphasis on structured products – the fastest growing segment of the financial services industry. The rest of the learning comes from stretching one’s own abilities. “Passions are developed through understanding of different business areas, discovering one’s natural ability for one area or another and ultimately through the development of good judgment, unequivocally, a product of experience, said Dolfino.”

The students’ backgrounds are diverse, some are financial; some are not; some are undergrads; some MBA candidates; while some are men and some are women. What they have in common is a diverse background and an uncanny hunger to change the world. They come from countries as close as the US and as far as Poland, Bangladesh and India. Once they graduate the program, certificates of completion and a recommendation are awarded to each graduate, as well as the possibility of being hired by WhiteRock full-time after their internship. While WhiteRock hopes all interns will graduate the training program, there are no guarantees. Students are assessed on a number of skills including maturity, resourcefulness, creativity, ingenuity, telephone ability and quantitative skills.

“In this economy, the competition for high-quality talent is ferocious. By creating technically competent executive search professionals, we are dramatically raising the bar for a profession that has long been looked at as a second-class citizen. By expanding our international reach to find the most outstanding global talent and creating such an intense and complex training program, we are at the forefront of a critical revolution which will undoubtedly change the dynamics of the search industry as a whole, said Dolfino.”

WhiteRock places full-time professionals, temporary management teams, crisis management teams and strategic management consultants for companies including asset management firms, hedge funds and investment banks. As an important component of our company's diversity strategy, we recognize social responsibility as an essential part of achieving diversity in all aspects of the work environment. WhiteRock is dedicated to helping companies achieve goals in the women's and minority executive search. A complete list of services is available at: <http://www.whiterockgroup.com>.

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