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FOR IMMEDIATE RELEASE

Tower Alliance LLC Announces Launch of Operations

Boca Raton, FL – May 15, 2014 – Tower Alliance LLC (“Tower Alliance”) today announced the commencement of its operations.

Tower Alliance specializes in providing outsourced services to wireless infrastructure owners and operators in order to increase the quality and tenor of their ground and structure interests and increase the efficiency of their operations. Tower Alliance has initiated services in the United States on behalf of a recognized tower industry leader and expects to add agreements with other leading wireless infrastructure owners and operators throughout the Americas going forward.

“Tower Alliance is executing a significant opportunity to deploy the operating and transactional experience of its principals and employees for the benefit of owners and operators in the wireless industry” said Shawn Ruben, Managing Director. “Our high quality site services platform will enhance client enterprise value in an efficient manner by improving the real estate rights enjoyed by our wireless infrastructure clients” said Ron Rubin, Managing Director.

Tower Alliance is controlled by Ronald L. Rubin and Shawn R. Ruben who were longtime senior partners and officers at Global Tower Partners (“GTP”) prior to its recent acquisition by American Tower Corporation.

About Ronald L. Rubin

Ronald L. Rubin, CPA, Founder and Managing Director led all finance, tax and accounting activities at Global Tower Partners from 2010 to 2013 including as to its institutional financing, tax and operational matters. Prior thereto, Mr. Rubin held senior finance and accounting positions at public and private companies including AutoNation, Inc. Prior to joining GTP, Ron was Chief Financial Officer of Nipro Diagnostics (formerly Home Diagnostics), a leading medical device manufacturer.

About Shawn R. Ruben

Shawn R. Ruben Esq., Founder and Managing Director led all legal and asset management functions at Global Tower Partners from 2008 to 2013 including as to M&A, Development, leasing, financings and ground lease management. Prior thereto Shawn held senior legal and real estate positions at public companies including Blockbuster Entertainment and Extended Stay America. Prior to joining GTP, Shawn was founding principal of CDS, an outsourced real estate services platform serving many leading national brands in the retail and hospitality spaces.

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