



SJS Holdings, LLC, is a privately held research and consulting firm formed in January, 2003, providing quantitative and qualitative solutions and services for its clients.

SJS serves clients in such diverse industries as:

- Asset Management (conventional and alternative investments);
- Credit and Collection;
- Insurance;
- Real Estate Development;
- Construction; and,
- Fashion and Design.

Real Estate Development Services:

In 2006, SJS consulted on numerous projects in Westchester and Dutchess Counties, NY, and Fairfield County, CT, that collectively represented over 1,500 dwellings with an anticipated market value of nearly \$750 million.

SJS conducts Target Market Reports, Market Surveys, Site Inspections, and provides other third-party reviews and services for its clients including Financial Modeling.

Construction Services:

During 2006, SJS participated in two complete restoration / renovation projects (Westchester County, NY, and Fairfield County, CT) of late 1800s in-town homes converted to commercial use. In both cases, exterior characteristics were preserved, structural support enhanced, and modern utilities and amenities added to meet the demands and expectations of today's businesses.

Kevin Joyce manages all of SJS's real estate industry efforts. Mr. Joyce helped form SJS after a 20+ year career in commercial and investment banking, most recently as a Managing Director with Bear Stearns, and prior to that with Goldman Sachs. He also served as an Adjunct Professor of Marketing for 6 years at Mercy College, lecturing on Principles of Marketing, Marketing Management, and International Marketing Management. Mr. Joyce holds a BBA in Marketing from Iona College and a MBA in both Finance and Accounting from the Columbia Business School.