

For Immediate Release

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New Partners Named at Sobel & Co.

January 1, 2010. Livingston, New Jersey. Sobel & Co. announced today that Ken Bagner, Senior Manager of Employee Benefit Plan Audits, and Bridget Hartnett, Senior Manager on the firm's Nonprofit and Social Services Group, will become Members of the Firm commencing January 1, 2011.

Both Bagner and Hartnett joined Sobel & Co. immediately after graduating and have enjoyed extraordinary careers in their years at firm. "Both Bridget and Ken have really embraced our firm's core values," noted Alan Sobel, Managing Member. "One of our firm's most critical values is a willingness to reach for responsibility, which they have proven over and over again in their interaction with clients and employees as well as their ability to represent us in the business community."

Bagner, a resident of West Milford, has helped to strengthen the firm's Employee Benefit Plan Audit Group. He has formalized the process and has contributed to building a strong team that has taken the niche to a new level.

Hartnett, who makes her home in Aberdeen, has had a significant impact on the Nonprofit and Social Services Group, assisting in its robust double digit growth over the last five years. Her depth of knowledge in this industry adds real value to anyone in the nonprofit sector.

Sobel & Co. is a regional certified public accounting firm serving the middle market business owners in the tri-state area, focusing on families in business and their unique characteristics, opportunities and challenges. Bridget Hartnett and Ken Bagner expand that focus to include niches that serve distinctive audiences.

"These two professionals represent the bright future facing our firm. With their leadership contributions, Sobel & Co. will continue to evolve, ensuring that we always provide our clients with the cutting edge solutions they need today and tomorrow," Sobel concluded.

For more information about Sobel & Co. and the wide range of events and programs available for the business community, please visit the website at www.sobel-cpa.com.

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