



Kenneth Baronoff
Managing Director & COO
Peter J. Solomon Company

Kenneth Baronoff is a partner and Chief Operating Officer with day to day responsibility for running The Peter J. Solomon Company. He is also a Managing Director in the Mergers and Acquisitions Group and Head of the Special Committee and Fairness Opinion Practice.

Kenneth joined the firm in 1999 and has over 25 years of investment banking experience. He has advised numerous Special Committees and Boards of Directors including ACS, Atari, Brown Shoe Company (now Caleres), Claire's Stores Inc., Finish Line, Inc., Gerber Technology, Grand Toys, Guitar Center, Gymboree Corporation, Harrah's Entertainment (now Caesar's,) Henry Schein, Instinet Group, Marvel Enterprises, May Department Stores, Nutraceutical Corporation, Panavision, Planvista, Pope Resources, Publishers Clearing House, S&C Electric Company, School of Visual Arts, Sharper Image, W.P. Carey and Viacom.

Kenneth has also advised the London Stock Exchange in its purchase of the Frank Russell Company, Parlux in its sale to Perfumania, Charlotte Russe in its sale to Advent International, Del Laboratories in its sale to Kelso & Co., Twin Laboratories in its sale to IdeaSphere, Randa Corporation in numerous buy-side engagements, and the pilot groups of both Northwest Airlines and Continental Airlines in the restructuring of each of these airlines' cost structures.

Prior to joining PJSC, Kenneth was head of the Mergers and Acquisitions Department at Barington Capital Group. Mr. Baronoff began his career at Cahill Gordon and Reindel where he practiced corporate law before joining Salomon Brothers as an Associate in its Mergers and Acquisitions Department. He has served as a Vice President in the Investment Banking Department of Kemper Securities Inc. and Oppenheimer & Co.

Mr. Baronoff received a J.D. from New York University School of Law and a B.S. from the Wharton School at the University of Pennsylvania, graduating *magna cum laude*.