



INTL Provident Group Announces Strategic Hires in Real Estate and Technology

NEW YORK, December 7, 2010 – Steven J. Carlson, CEO of INTL Provident Group, the New York based corporate finance division of International Assets Holding Corporation (INTL) (Nasdaq: IAAC), today announced the addition of two senior professionals to its team in New York. These strategic hires, Ms. Mari Canton and Mr. Sagiv Shiv, each bring a wealth of experience in the corporate finance arena and possess the critical background, skills and relationships to best serve the firm’s global client base and support its growing corporate finance platform.

INTL Provident Group is committed to providing premier corporate financing and advisory services to the middle-market across the range of core industries, and continues to build the team with professionals whose deep sector knowledge, financial acumen and ability to execute transactions with precision will meet the evolving needs of our clients in the dynamic global markets.

Mari Canton joins INTL Provident Group as a Managing Director, leading the firm’s real estate practice. Ms. Canton brings more than 25 years of experience in corporate finance, raising more than \$4 billion in capital for real estate clients in Latin America, Asia and the U.S.

Prior to joining INTL Provident Group, Mari was a Principal at Corporate & Realty Advisors (“CRA”), where she worked with developers in their capital raising efforts and advised global private equity firms on its strategic initiatives and acquisition efforts in Brazil, Mexico, India and the U.S. Her previous positions include serving as a Director in UBS’s global real estate private equity fundraising group, the Real Estate Head for Bankers Trust’s (Deutsche Bank) Latin American Merchant Bank, and as a Vice President in Salomon Brothers’ (Citigroup) real estate finance group, where she worked on debt and equity transactions at both the property and corporate level, on both U.S. transactions as well as transactions in Europe and Latin America. Ms. Canton earned an M.B.A. from Harvard Business School and a B.A. from Duke University.

Sagiv Shiv joins INTL Provident Group as a Managing Director, heading the team’s Advisory Services practice. Mr. Shiv brings extensive background in M&A and corporate advisory, with particular experience in middle-market transactions as well as in the technology, media and telecom sectors.

Formerly, Mr. Shiv served as head of the Advisory Services practice at National Securities. Before joining National, Sagiv was head of Advisory Services at Merriman Curhan Ford & Co., head of Technology, Media and Telecom banking at Punk, Ziegel & Co. where he launched the firm’s nanotechnology practice and grew it into the leading investment bank in the field. Prior to entering investment banking, Mr. Shiv served as Chief Financial Officer of The Plastiflex Group as well as two other multi-national diversified holding companies. He has served on the boards of several publicly traded companies including Media Sciences International, Inc. and Magic Software, as well as on the boards of private entities and charities. Mr. Shiv earned his B.Sc. and Ph.D. in Finance and Commercial Economics from Pacific Western University.

About INTL Provident Group

INTL Provident Group, the corporate finance division of International Assets Holding Corporation, focuses mainly on middle-market companies seeking capital throughout key growth markets spanning North America, Latin America, northern Asia and Australia. The team effectively leverages its expertise across market segments, delivering highly relevant financing solutions across core industry sectors, including: natural resources, real estate, financial institutions, energy & power, general industries and technology, media & telecom. Further information on INTL Provident Group is available at www.intlassets.com and www.provident-group.com.

CONTACT:

INTL Provident Group

Steven J. Carlson

212.752.1852

scarlson@provident-group.com