



Press Release

vFINANCE EXECUTIVE, CHARLES P. GARCIA, SPEAKS AT TWO NATIONAL BUSINESS SYMPOSIUMS ABOUT GROWING HISPANIC MARKET

Discusses Importance of Hispanic Market during Keynote Address at Hispanic Association On Corporate Responsibility and at the Hispanic Executive Summit

BOCA RATON, Fla. May 1, 2007 - vFinance, Inc. (OTCBB: VFIN) ("VFIN"), a global financial services company specializing in growth opportunities in a broad array of industry sectors, announced today that Charles P. García, President of its Sterling Hispanic Capital Markets Group, provided key market insights and practical business information to leading corporate executives attending national forums on the booming Hispanic business world.

Mr. Garcia presented today's keynote address at the morning session of the Hispanic Association on Corporate Responsibility (HACR) taking place April 30-May 1 at the Four Seasons Hotel in Miami, Florida. Addressing senior executives of Fortune 500 companies, he offered ideas and principles for understanding and targeting present and future growth areas in the Hispanic business market. HACR (www.hacr.org) is one of the most influential advocacy organizations in the nation, representing 14 national Hispanic organizations in the United States and Puerto Rico that act on behalf of more than 46 million Hispanics in the U.S. HACR's mission is to advance the inclusion of Hispanics in corporate America at a level commensurate with the community's economic contributions.

Mr. García also spoke at the 2007 Hispanic Executive Summit of the National Society of Hispanic MBAs on April 26-27, 2007, in Orlando, Fla. There, he discussed the roles of corporate directors and the value of Hispanic members on corporate boards. (See www.nshmba.org/hes/)

Describing the Hispanic market, Mr. García said, "Today, Hispanics in the United States outnumber Canadians in Canada. They are equal to twice the population of Australia. If you include the 4 million people living in Puerto Rico, the number of U.S. Hispanics is greater than the population of California, and greater than the population of Texas and New York combined. In all, U.S. Latinos make up the second largest Hispanic nation in the world, second only to Mexico, with buying power approaching a trillion dollars."

"Moreover," Mr. Garcia continued, "about 2 million Hispanics owned their own businesses in 2004, according to the Small Business Administration, and that number

is expected to double every five years. In 2004 those businesses generated over \$300 billion in sales. The biggest challenge facing Hispanic business owners today is access to capital - and that's where vFinance comes in, as we become a bridge between those business owners and the capital markets."

Mr. García founded the Sterling Financial Group of Companies prior to vFinance Inc.'s purchase of select assets of that company in May 2006. President George Bush appointed him in 2002 to the Commission on Educational Excellence for Hispanic Americans. That same year, Hispanic Business magazine named him one of the "100 Most Influential Hispanics" in the U.S. In 2004, Hispanic magazine selected him as "Entrepreneur of the Year". In November 2006, he was named to the Board of Directors of Winn-Dixie Stores, a Fortune 500 company and he was elected Chairman of the Board of Visitors of the U.S. Air Force Academy. In December 2006 he received the Congressman Henry B. Gonzalez Public Service and Integrity Award for his leadership promoting diversity and championing rights for all persons, especially Latinos.

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About vFinance, Inc.

vFinance, Inc. is a global financial services company which specializes in high growth opportunities. The Company's insight into the high-growth investment marketplace flows from three key activities: Providing investment banking and advisory services to micro, small and mid-cap high growth companies; making markets in over 3,000 micro and small cap stocks, and offering information services on its website, which is a leading destination for emerging companies seeking capital and investors seeking opportunities. Due to its focus, the Company is uniquely positioned to offer alternative investments to institutional and high net worth investors seeking to outperform market indices. All investors are also offered a full range of investment options. With over 40 offices in the U.S. and other parts of the world, the Company serves more than 12,000 corporate, institutional and high-net worth clients. vFinance Investments, Inc. and EquityStation, Inc., both subsidiaries of vFinance, Inc., are broker-dealers registered with the SEC, and members of NASD and SIPC. For more information about vFinance, Inc., please visit its website at www.vfinance.com. You may also view and download the vFinance Investor Fact Sheet at www.cfsg1.com.

This release contains forward-looking statements which are made pursuant to the safe harbor provisions of Section 21E of the Securities Exchange Act of 1934. The forward-looking statements in this release do not constitute guarantees of future performance. Investors are cautioned that statements in this press release, which are not strictly historical statements, including, without limitation, statements by management, statements concerning internal operations, marketing, management's plans, objectives and strategies, and management's assessment of market factors and conditions, constitute forward-looking statements. Such forward-looking statements are subject to a number of risks and uncertainties that could cause actual results to differ materially from those anticipated by the forward-looking statements, including, without limitations, the volatility of domestic and international financial, bond and stock markets, intense competition, extensive governmental regulation, litigation, substantial fluctuations in the volume and price level of securities and other risks as detailed in the Company's filings with the Securities and Exchange

Commission. vFinance, Inc. assumes no obligation to update any forward-looking information in this press release.

Consulting For Strategic Growth 1, Ltd. ("CFSG1") provides vFinance, Inc. ("the Company") with consulting, business advisory, investor relations, public relations and corporate development services. CFSG1 receives restricted stock as compensation from the Company. CFSG1 may also choose to purchase the company's common stock and thereafter liquidate those securities at any time it deems appropriate to do so.

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