



MERRIMAN CURHAN FORD & CO.  
MEMBER NASD/SIPC



**FOR IMMEDIATE RELEASE**

**MERRIMAN CURHAN FORD & CO.'S INSTITUTIONAL CASH DISTRIBUTORS (ICD)  
HIRES PETTY TO GROW ACCOUNTS IN THE SOUTHERN UNITED STATES**

**SAN FRANCISCO – July 17, 2007** – Merriman Curhan Ford & Co., an investment bank and a securities broker-dealer, and subsidiary of MCF Corporation (AMEX: MEM), announced today that Kent S. Petty has joined its Institutional Cash Distributors (ICD) division as a director of business development.

“Kent brings more than 11 years of experience in distributing institutional financial products for banks, corporations and investment advisors.” said Jeff Jellison, co-founder and senior managing director of ICD. “Kent’s reputation and extensive relationships in the southern United States will help us expand in this fast-growing region. I’m pleased to welcome Kent to the team, and I look forward to working with him.”

Petty was most recently at Coronado Capital Advisors, and active on their advisory board. He has extensive experience and relationships in the Texas region. Petty has also held positions at Neuberger Berman, Manulife John Hancock, and Morgan Guarantee Trust Company, JP Morgan’s liquidity group. He holds a B.S in economics from Texas A & M University and an M.B.A. from the Daniels College of Business at University of Denver. He is located in Dallas.

**About Institutional Cash Distributors (ICD)**

Institutional Cash Distributors (ICD) is a premier broker of money funds serving the short-term investing needs of corporate finance departments at companies throughout the United States and Europe. Companies using ICD's services receive access to a comprehensive product line of over 40 different fund family options through ICD's one-stop process that includes one application, one wire and one statement consolidating reporting regardless of the number of funds utilized. Further information about ICD's services can be found at [www.icdfunds.com](http://www.icdfunds.com) or by contacting Mason Martin at 1-800-611-4ICD. ICD is a division of Merriman Curhan Ford & Co., a member of the National Association of Securities Dealers, Inc. and SIPC.

**About Merriman Curhan Ford & Co. and MCF Corporation**

Merriman Curhan Ford & Co. is a securities broker-dealer and investment bank focused on fast-growing companies and growth-oriented institutional investors. It provides investment research, brokerage and trading services primarily to institutions, as well as advisory and investment banking services to corporate clients. Its mission is to become a leader in the researching, advising, financing and trading of fast-growing companies. Merriman Curhan Ford & Co. is registered with the Securities and Exchange Commission as a broker-dealer and is a member of the National Association of Securities Dealers, Inc. and SIPC.

MCF Corporation (AMEX: MEM) is a financial services holding company that provides investment research, capital markets services, corporate and venture services, investment banking, asset management and primary research through its operating subsidiaries, Merriman Curhan Ford & Co., MCF Asset Management, LLC and Panel Intelligence, LLC. MCF is focused on providing a full range of specialized and integrated services to institutional investors and corporate clients.

*Note to Investors*

*This press release contains certain forward-looking statements based on our current expectations, forecasts and assumptions that involve risks and uncertainties. Forward-looking statements in this release are based on information available to us as of the date hereof. Our actual results may differ materially from those stated or implied in such forward-looking statements, due to risks and uncertainties associated with our business, which include the risk factors disclosed in our Quarterly Report on Form 10-Q filed on May 8, 2007. Forward-looking statements include statements regarding our expectations, beliefs, intentions or strategies regarding the future and can be identified by forward-looking words such as "anticipate," "believe," "could," "estimate," "expect," "intend," "may," "should," "will," and "would" or similar words. We assume no obligation to update the information included in this press release, whether as a result of new information, future events or otherwise.*

**For more information contact:**

Michael Mandelbaum  
Mandelbaum & Morgan  
(310) 785-0810