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Algodon Partners Signs Engagement Agreement With National Securities

Source: Algodon Wines & Luxury Development Group

FOR IMMEDIATE RELEASE

ALGODON PARTNERS SIGNS ENGAGEMENT AGREEMENT WITH NATIONAL SECURITIES

NEW YORK, NY - (April 21, 2014): Scott Mathis, Chairman & Founder of [Algodon Wines & Luxury Development Group](#) ("Algodon Partners"), is pleased to announce that the company has signed an investment banking engagement agreement with [National Securities Corporation](#), a wholly owned subsidiary of National Holdings, Inc. (OTCBB:NHLD), who will provide investment banking and financial advisory services, and guide Algodon Partners through a proposed pre and post registration process. National Securities will provide strategic introductions, potential joint venture opportunities and assist Algodon Partners in developing a well-coordinated plan to increasing its visibility within the market, enhancing liquidity, and other general advisory services.

"We look forward to a long and mutually prosperous relationship between National Securities, Algodon Partners and our shareholders," says Mathis. "There are exciting times ahead of us, as National Securities guides and advises us throughout the future stages of our growth. We are excited about 2014 and beyond."

"We are pleased to work with Algodon Partners as they represent the type of emerging growth company with exciting growth prospects that we look for," says Jonathan Rich, Executive Vice President / Head of Investment Banking for National Securities. "We look forward to a long lasting and mutually beneficial relationship with Algodon and their principals".

About Algodon Partners

Using Algodon's icon wines as its ambassador, Algodon Partners identifies and develops hotel, hospitality and other lifestyle properties, as well as opportunities and brands that fit within its proprietary ALGODON® brand; one of distinction, refinement, and elegance. The qualities of the ALGODON® brand are exemplified by sophisticated cultural pastimes such as the appreciation of fine wine and the pursuits of golf, tennis and polo. Algodon Partners' current real estate developments include a [Buenos Aires luxury boutique hotel, Algodon Mansion](#), located in the city's most elegant residential neighborhood of Recoleta, as well as the [Mendoza wine resort called Algodon Wine Estates](#), a 2,050 acre luxury vineyard estate located in San Rafael, Argentina. Based in NYC with offices in Buenos Aires and Mendoza, Algodon Partners provides an unequivocal strategic advantage in Argentine real estate

acquisition and development. Own a part of the dream.

About National Holdings Corporation

National Holdings Corporation is a full-service investment banking and asset management firm that provides a range of services, including independent retail brokerage and advisory services, investment banking, institutional sales and trading and equity research, to corporations, institutional investors and high-net-worth clients. With over 1,000 Independent advisors, brokers, traders and sales associates, the Company is a leading Independent Advisor and Broker services company. National Holdings operates through four subsidiaries: National Securities Corporation, vFinance Investments, Inc., National Insurance Corporation and National Asset Management, Inc. The Company was founded in 1947 and is headquartered in New York and Florida. For more information, visit www.nhldcorp.com

Important Notes:

The Private Securities Litigation Reform Act of 1995 provides a safe harbor for forward-looking statements. This press release may contain certain statements of a forward-looking nature relating to future events or future business performance. Any such statements that refer to Algodon Wines & Luxury Development Group (Algodon Group) and its respective subsidiaries ("the Company") estimated or anticipated future results or other non-historical facts are forward-looking and reflect the Company's current perspective of existing trends and information. These statements involve risks and uncertainties that cannot be predicted or quantified and, consequently, actual results may differ materially from those expressed or implied by such forward-looking statements. The forward-looking statements speak only as of the date set forth above. The Company undertakes no obligation to update publicly any forward-looking statement, whether because of new information, future events or otherwise.

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