

September 4, 2008



## **Mentor Capital, Inc. Initiates Trading at \$1.05/sh (P/E of 2.7x)**

SAN DIEGO--(BUSINESS WIRE)--

Mentor Capital, Inc. (Pink Sheets: MNTR) began trading under its new symbol MNTR, at an initial Asking price of \$1.05 per share. The initial price calculates to a current P/E ratio of 2.7x on a diluted basis. The Company holds 99 cents per diluted share in cash, investment in securities, and notes or receivables from its investments.

Mentor Capital, Inc. is a rapidly evolving zero fee, fund-of-funds with the equivalent of \$13.5 Million in Assets Under Management (80% of \$16.9 M) through its lead hedge fund. The Company invests in hedge funds and private companies. Mentor Capital targets firms that are generally too small to access capital from the public markets themselves. The Company's lead hedge fund has returned 22% per year over the seven years ending December 31, 2007. Mentor Capital, Inc. has 1,384 shareholders who hold \$145 Million in stepped freely tradable warrants. These warrants may provide ready investment capital over time, depending upon Company market performance.

The Company was formed in 1985, and the founder, Chet Billingsley, continues to serve as the CEO and Chairman. Prior to starting the Company in Silicon Valley, Mr. Billingsley did his undergraduate work at West Point, received a Masters Degree in Applied Physics from Harvard University, and spent most of his regular career at General Electric.

Detailed trading information and Level II quotes may be referenced at [www.PinkSheets.com](http://www.PinkSheets.com) under the new trading symbol MNTR. Comprehensive financial and corporate information may be found at the Company's web site: [www.MentorCapital.com](http://www.MentorCapital.com).

Forward Looking Statements

SAFE HARBOR STATEMENT

Certain statements contained on this press release, including statements regarding events and financial trends that may affect MSAC future operating results, financial position, stock price and cash flows, may constitute forward-looking statements within the meaning of the federal securities laws. These statements are based on our assumptions and estimates and are subject to risks and uncertainties. You can identify these forward-looking statements by the use of words like "strategy," "expects," "plans," "believes," "will," "would", "estimates," "intends," "feels," "projects," "goals," "targets" and other words of similar meaning. Pro Forma projections of possible earnings per share to better understand the structure are uncertain. They represent just one out of a range of much better to much worse results, down to and including financial collapse, that are all possible. You can also identify these and other forward statements by the fact that they do not relate strictly to historical or current facts. For these statements, we claim the protection of the safe harbor for forward-looking

statements provided by the Private Securities Litigation Reform Act of 1995.

There are a number of risks associated with any investment with Mentor Capital, Inc. One large risk is that Mentor Capital is launching what looks like a large stepped secondary offering for a number of small private companies and funds under a common public umbrella. New listings, public offerings and acquisitions are all problematic and risky. Any investor seeking additional information on the company should reference the web sites listed above and call management at the phone numbers provided. Unless you understand Mentor Capital's approach, strategy and capital structure, and feel comfortable because of long dealings or expert knowledge, don't invest your money here. There is a risk that you will lose 100% of your investment. As with any speculative venture, don't invest if you can't easily suffer a complete loss.

Source: Mentor Capital, Inc.