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News Release
For Immediate Release

Investor's Resource Members Invited to Participate in New World Study Group

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Huntsville, Ala. – April 16, 2009 - Investor's Resource, an independent firm of Raymond James financial advisors in Madison, has been invited to participate in a special council of Raymond James Advisors called the New World Study Group. The diverse and successful Group was formed to bring branch managers in the Raymond James family together to help clients, assess trends and frame investment directions and strategies. Shari Burnum, CFP®, President of Investor's Resource and Branch Manager of Raymond James Financial Services, and her partner, Laura Mickels, RFC®, Director and Financial Consultant RJFS, were recommended to the organization's founders by the Raymond James Regional Director, Scott Peisner.

The New World Study Group will focus its efforts to help participating advisors better serve clients with a number of strategies –from rebuilding portfolios, to crafting alternative wealth management planning, to navigating through the uncertain period likely to confront the investing public. The Group has three major objectives: preservation of capital, and income and growth of principal.

Burnum and Mickels attended the first meeting of the New World Study Group at the recent Raymond James professional development conference held in Las Vegas. The Group is led by Robert Krietler, CFP®, of Kreitler Associates in New Haven, Connecticut, and by Todd Sanford, CFP®, President of Sanford Financial Services in Kalamazoo, Michigan.

Burnum said she was humbled to be asked to join the prestigious group of advisors. "We certainly work very hard for our local clients and we have spent many years improving our financial knowledge and our methods for building and sustaining the long-term relationships with our clients, Burnum said. "We believe there had been a fundamental shift in our economic landscape and in the investment environment for our clients," she said.

"We expect to re-educate ourselves and have developed additional in-house systems designed to excel in the changed environment. We have developed new investment strategies beyond

(more)

traditional asset allocation, and alternative planning that accommodates the disrupted economic landscape. We continue to assess and adjust our recommendations and counsel as the economic recovery continues to evolve. We feel we will operate well in the new reality," Burnum said.

Sanford, founder of the New world Study Group, collaborated with Kreitler who authored a white paper, Sea Change, in January 2009. The paper assesses the changed investment landscape and looks at portfolio design in potential scenarios of the economy and the need for adjustments to meet goals of capital preservation, income and growth. "We wanted to bring together these advisors who manage their clients money in an effort to share thoughts and resources. We were looking for managers who could think outside the box, were willing to share their thinking with the Group, and participate in the collaborative process," Sanford said.

Burnum said the Group will be sharing information with each other throughout the year, and as recommendations from the Group leadership and other participants surface. She will be sharing those strategies with Investor's Resource clients as appropriate for their individual situation. She noted that the Sea Change white paper is now available on the Investor's Resource web site, www.invresource.com.

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