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Industry Authority Bob Veres Joins Advisor Perspectives' Board of Advisors

Veres has been named one of the most influential people in the financial planning profession

LEXINGTON, MA – September 24, 2008 – Advisor Perspectives announced today that Bob Veres, editor and publisher of *Inside Information*, has become a member of the industry newsletter and database publisher's Board of Advisors.

"We're extremely pleased that Bob has joined our advisory board. His invaluable guidance regarding trends in the advisory and investment management industries will help drive our commentary as we continue to provide our audience with in-depth analysis and cutting edge editorial," said Advisor Perspectives' CEO Bob Huebscher.

Veres' *Inside Information* is an interactive subscription-based information service for financial planning professionals. Veres is also author of *The Cutting Edge in Financial Services* (National Underwriter Press) and contributing editor and columnist for *Financial Planning* magazine. Over his 20-year career, Veres has held editorial positions at several leading publications and is a frequent speaker at industry events. He was named one of the most influential people in the financial planning profession by *Investment Advisor* magazine and *Financial Planning* magazine. In addition, Veres was granted the lifetime achievement award for service to the profession by the National Association of Personal Financial Advisors, and most recently received the Heart of Financial Planning Distinguished Service Award from the Denver-based Financial Planning Association.

"I am extremely impressed by the quality of information available through *Advisor Perspectives*. Financial advisors need the kind of unbiased analysis that Bob Huebscher and his team are offering," said Veres.

Advisor Perspectives publishes a weekly electronic newsletter that is distributed to approximately 65,000 financial advisors, with a focus on investment strategy. In addition, *Advisor Perspectives* provides a database showing the asset allocations and mutual fund selections for a broad universe of advisors serving high- and ultra-high net worth investors.

For more information, please visit www.advisorperspectives.com.

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