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**FOR IMMEDIATE RELEASE**  
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## **PRESS RELEASE**

### **Investment Industry Thought Leader Matt Lynch Joins Advisor Perspectives' Board of Advisors**

**BOSTON, MA – June 3, 2013** – Advisor Perspectives, Inc. announced today that Matt Lynch, principal at Tiburon Strategic Advisors, has joined the online publisher's Board of Advisors.

"We are excited to have Matt join our team because of the knowledge he brings of the investment industry, particularly with respect to the current trends in the independent advisory and brokerage distribution channels," said Advisor Perspectives CEO Bob Huebscher.

With over 25 years of industry experience, Lynch is a recognized thought leader and change agent known for his innovative approach to the financial services business. Tiburon is a leading strategic advisor to CEOs, boards and other senior executives across the financial services industry and host of the hugely popular semi-annual Tiburon CEO Summits. At Tiburon, Matt has led numerous corporate strategy engagements for a wide range of financial services firms. Previously he served as president and CEO of Capital Analysts and prior to that as a director of the business consulting group at Moss Adams. He has also held senior leadership positions with Lincoln Financial Advisors and field management roles with New York Life. Matt serves in board roles at By All Accounts and Lenox Wealth. He is also active in industry associations and is a frequent speaker at industry conferences.

"Advisor Perspectives has established itself as the leading provider of investment and economic analysis for financial advisors," Lynch said. "I am excited about working with Bob and his team to help create the next generation of services that will help advisors and their clients improve their investment outcomes."

#### **About Advisor Perspectives, Inc.**

Since its founding in 2007, Advisor Perspectives, Inc. has grown to become the leading interactive publisher for registered investment advisers, wealth managers, and financial planners. Its email newsletters and web site deliver a wide range of original articles, written by the industry's most respected thought leaders, offering sophisticated market insights, actionable investment ideas and practice management advice to help advisors improve investor outcomes and strengthen client relationships. Advisor Perspectives is also the key resource advisors turn to for timely economic and market commentaries and interactive content provided by the world's leading investment firms. [www.advisorperspectives.com](http://www.advisorperspectives.com).

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