



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Industry Veteran John Lohr Joins Fiduciary360 as Deputy Counsel

Pittsburgh, PA, August 2, 2006—Fiduciary360 announced today that John Lohr, a well-known and respected industry veteran, has accepted a position as Deputy Counsel. His primary responsibility will be the development of additional international ventures, starting with Canada. Fiduciary360 already has established ventures in New Zealand and Singapore.

John is widely regarded as an industry expert on fiduciary responsibility and managed account programs. He has trained more than 20,000 investment advisors and has been actively involved with the Investment Management Consultants Association (IMCA) in the development and delivery of the Certified Investment Management Analyst (CIMA) curriculum, and as the past chairman of IMCA's Advisory Council.

“I am particularly pleased that John has associated with us, because I have always viewed him as one of my writing mentors,” said Don Trone, CEO of Fiduciary360. “When I began to conduct my research on the subject of investment fiduciary responsibility twenty years ago, one of the first books I read was written by John.”

John is the author of many financial books, including:

Die Early: An Examination of the Retirement Crisis (2006)

Somebody Else's Money (2004)

The Fiduciary Sale (With Ian Lohr) 2003

Investing as a Fiduciary (With Ian Lohr) 2003

Writing Investment Policy Statements 2003

Using ERISA to Develop New Business (1986, 1992)

Invest According to ERISA (1986, 1992)

In 2002, he retired from The Lockwood Group of companies, of which he was a founder and served as Chief General Counsel and Corporate Secretary, as well as President of Lockwood Financial Services, Inc. He joined Lockwood on its inception in 1995. He started his securities representation with E.F. Hutton & Co. in 1987, where he served as Director of Portfolio Management Programs and General Counsel of the Consulting Group.

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*About **Fiduciary360** (www.fi360.com): **Fiduciary360** is a trilogy of associated organizations focused solely on investment fiduciary responsibility. The **Foundation for Fiduciary Studies** is a nonprofit organization established in 2000 for the purpose of defining the practices that detail a prudent process for investment fiduciaries. The **Center for Fiduciary Studies**, which is associated with the **University of Pittsburgh's Center for Executive Education at the Joseph M. Katz Graduate School of Business**, was founded in 1999 and provides educational programs on investment fiduciary responsibility. **Fiduciary Analytics** is a technology firm established in 1999 which develops Web-based tools incorporating fiduciary practices for investment decision-makers.*

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