

FOR IMMEDIATE RELEASE

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**INVESTMENT ADVISOR IS CERTIFIED FOR
FIDUCIARY EXCELLENCE**

TORONTO, July 7, 2008 – CEFEX, Centre for Fiduciary Excellence, LLC, has certified Advisor Financial Services, LLP, of Woodstock GA to the Fiduciary Practices for Investment Advisors. Advisor Financial Services (AFS) is among the first Investment Advisors globally to successfully complete the independent certification process.

The Fiduciary Practices describe how an Investment Advisor assumes the responsibility for managing a client's overall investment management process, which includes the selection, monitoring and de-selection of investment managers as well as developing processes to implement investment strategies and fiduciary practices on an ongoing basis.

According to the General Manager of the Centre for Fiduciary Excellence, Carlos Panksep, "Through CEFEX's independent assessment, the certification provides assurance to investors, both institutional and individual, that AFS has demonstrated adherence to the industry's best fiduciary practices. This indicates that AFS' interests are aligned with those of investors."

AFS offers advisory services through its Personal Wealth Management Services and Employee-Direct Services. "Advisor Financial is highly aware of its fiduciary responsibilities," said Lou Morizio, the CEFEX analyst who led the assessment. "It has adopted the industry's best fiduciary practices and is intent on continually improving its operations."

The annual certification process involves a detailed assessment of operational data and procedures, followed by on-site interviews with key personnel. AFS is registered at www.cefex.org where its certificate can also be viewed.

The Fiduciary Practices are substantiated by legislation, case law and regulatory opinion letters from the Employee Retirement Income Security Act (ERISA), Uniform Prudent Investor Act (UPIA), Uniform Prudent Management of Institutional Funds Act (UPMIFA) and the Uniform Management of Public Employee Retirement Systems Act (MPERS) in the U.S.

A full copy of the Fiduciary Practices is available at www.cefex.org and a summary can be viewed by clicking on AFS' on-line CEFEX certificate. More information on Advisor Financial Services is available at: www.advisorllp.com.

About CEFEX:

The Centre for Fiduciary Excellence, LLC, is an independent certification organization. CEFEX works closely with industry experts to provide comprehensive assessment programs to improve the fiduciary practices of investment stewards, advisors, recordkeepers and managers. CEFEX has offices in Toronto, Canada, and Pittsburgh, PA.