



Shareholders Service Group Hires Respected Sales Veteran To Develop New RIA Relationships

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(San Diego, CA) – Shareholders Service Group (SSG), a San Diego-based brokerage and custodial firm exclusively serving independent registered investment advisors, today announced the hiring of Mark Avers as its head of National Sales. Mr. Avers joins SSG with 18 years of experience in the brokerage services business, during which he has earned a highly-respected reputation for his commitment to serving independent RIAs. Most recently, he served as the head of sales for Fiserv’s ISS Advisor Services. In a previous role, Mr. Avers was Senior Vice President of National Sales at TD Waterhouse Institutional, where he worked closely with many of best investment advisory firms in the country.

“Mark Avers brings an outstanding commitment to serving independent registered investment advisors that aligns perfectly with our service-first model at SSG,” says Peter Mangan, president & CEO of Shareholders Service Group. “We have known Mark and admired his work for years. He is experienced in our industry and well-respected within the RIA community. Mark’s focus at SSG will be to present our comprehensive brokerage and custodial services to fee-only RIAs in all regions of the country. We are very proud to have him join our firm.”

Mr. Avers joined Waterhouse Securities in 1991. A year later, he helped create that firm’s Investment Advisor Services business. Over the next decade, he ushered in hundreds of RIAs, increasing the number of advisors at TD Waterhouse to over 3,000 nationwide, while helping advisors grow their assets to over \$30 billion.

“I am very excited to join Peter and the rest of the team at SSG, many of whom I have known for over a decade now,” says Mark Avers. “SSG is unique to the advisor market place because it can leverage the collective experience of its management team while focusing 100% of the firm’s resources exclusively on the needs of RIAs and their clients. The advisor community has long sought a viable, experienced and quality custodian like SSG that is free of "channel conflicts" and advice offerings that compete with the advisor’s business. My initiative at SSG is to attract new business to the organization while maintaining SSG’s proven and successful track record of high-end customer service.”

Shareholders Service Group, formed in 2002, currently provides brokerage and custodial services to over 400 independent registered investment advisors throughout the country.

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