



FOR IMMEDIATE RELEASE

Fulcrum Securities Joins Industry Protocol for Broker Recruitment

Firm Signs Agreement To Aid Advisors Changing Firms

MCLEAN, VIRGINIA; January 2, 2009: Fulcrum Securities, Inc. (Fulcrum), a regional broker-dealer and investment advisory firm headquartered in St. Louis, Missouri, today announced that it has joined the Protocol for Broker Recruiting (Protocol) which, among other things, allows brokers to move freely and smoothes their transition to other firms that are party to the Protocol.

Created in 2004, the Protocol was originally intended to reduce litigation amongst investment firms that traditionally sued one another when brokers left to join other firms. The Protocol addresses issues raised by non-solicitation contracts that salespeople within the brokerage, insurance, and banking industries are often required to sign when joining new firms. These contracts historically functioned as a means of preventing salespeople from switching employers and taking their client's assets with them. Now, when joining a new Protocol member firm, investment professionals are free to solicit the clients they had at their former firms providing those firms are also Protocol members.

“In endorsing the Protocol we are able to reaffirm to our Advisors and potential recruits that they and their clients have our total commitment to their best interests,” said J. Patrick Kearns, President and CEO of Fulcrum. “For us, it has always been about them and this just reconfirms, in the strongest possible way, our core belief that what is best for them is best for us too. A healthy competitive marketplace benefits everyone most especially clients.”

Since it was created, more than 100 firms have signed the Protocol including some of the largest brokerage firms in the United States.

About Fulcrum Securities, Inc. & Fulcrum Advisory Services, Inc.

Fulcrum Securities Inc. is a registered independent full service regional broker/dealer offering brokerage and money management services to individual and institutional investors. Fulcrum Advisory Services, Inc. is an SEC registered investment advisory firm providing asset management and consulting services. The Firm's product suite includes a wide range of services for a diversified client base and is particularly suited to serve the portfolio needs of not-for-profit organizations, especially those needing expertise in the field of ethically and environmentally screened portfolios. Fulcrum Securities is headquartered in St. Louis, Missouri. Fulcrum Advisory Services is headquartered in McLean, Virginia. Member FINRA and SIPC. For more information visit www.fulcrumsecurities.com

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