



**FOR IMMEDIATE RELEASE**

**John Noddings Joins  
Fulcrum Advisory Services, Inc.**

**Noddings To Manage  
Convertible Arbitrage Fund**

**MCLEAN, VIRGINIA; June 17, 2010:** Fulcrum Advisory Services, Inc. (Fulcrum), an investment advisory firm headquartered in St. Louis, Missouri, today announced that John Noddings has joined the firm as Executive Vice President reporting to Don Megliola, President of Fulcrum Advisory Services. In his new capacity Noddings will manage the Fulcrum Convertible Arbitrage Fund LLC, Fulcrum's first managed account product. John has over 25 years experience managing and modeling convertible investment strategies for high net worth individuals and institutions.

Before joining Fulcrum, John founded and ran NLP Investments, Inc., an independent investment firm in St. Louis, Missouri. While there he oversaw the firm's operations and managed all pooled investment accounts utilizing convertible arbitrage strategies. Prior to founding NLP, John was a Senior Vice President at Conning Asset Management Inc., a registered investment advisory firm in St. Louis, Missouri. At Conning, John was responsible for designing convertible bond oriented investment products for the insurance market. Before going to Conning, John worked for Noddings & Associates/Noddings Investment Group in Oakbrook Terrace, Illinois, managing their operations and sales and marketing efforts. During his tenure there he also managed client portfolios employing low-risk investment strategies using convertible bonds, warrants, options, and futures.

In addition to his work in the financial services industry, Mr. Noddings took time out to co-author, "The International Handbook of Convertible Securities." John graduated from Rice University in Houston, Texas with a Bachelor of Arts degree in Computer Science and received a Masters of Science in Computation Finance from Carnegie Mellon University in Pittsburgh, Pennsylvania.

"John's unique expertise in the convertibles area is just the sort of best in class investment opportunity that distinguishes us as a firm," said Megliola. "John is perfectly suited to his task and we are very fortunate to have him join us."

**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 a member of FINRA and SIPC and headquartered in St. Louis, Missouri. Fulcrum Advisory Services is headquartered in McLean, Virginia. For more information visit [www.fulcrumsecurities.com](http://www.fulcrumsecurities.com)

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