



**FOR IMMEDIATE RELEASE**

**Fulcrum Securities Expands  
in Philadelphia Area**

**Olmstead, Cox, and Vassalotti-Cox  
Join Exton Branch Office**

**MCLEAN, VIRGINIA; November 8, 2010:** Fulcrum Securities, Inc. (Fulcrum), a regional broker-dealer and investment advisory firm headquartered in St. Louis, Missouri, today announced that Van D. Olmstead Jr., Michael S. Cox, and Maryann Vassalotti-Cox have joined the firm's branch office in Exton, Pennsylvania headed by Rob Morgan, Fulcrum's Chief Investment Strategist. All three join Fulcrum from Janney Montgomery Scott LLC.

Van Olmstead, CFP®, AWMA®, joins Fulcrum as First Vice President, Investments. His 35 year career in the financial services industry began at Laird and Company Inc. Upon leaving Laird, Mr. Olmstead went to Alex Brown & Sons moving later to Legg Mason where he was Sales Manager in their Wilmington, Delaware office. Mr. Olmstead focusses his practice on meeting the unique financial and tax needs of community minded and philanthropic families. He is directly involved in numerous charitable organizations including the Kiwanis Club of Wilmington and his synagogue, Congregation Beth Emeth.

Michael Cox, AWMA®, also comes to Fulcrum as First Vice President, Investments. Mike specializes in providing investment advice to high net worth individuals, small business owners, and fiduciary organizations and has spent over 30 years in the financial services industry. Mr. Cox got his start in the industry with the Ohio Company in Columbus Ohio, moving to Morgan Stanley and later, Wachovia Securities in the Philadelphia area where he served as Branch Manager in three locations in the Main Line area.

Maryann Vassalotti-Cox joins the Exton Branch as head of Operations bringing with her ten years experience as Compliance and Inspections Manager with Janney's Private Clients Group. She has over 25 years experience in the financial services industry in Philadelphia's Main Line area having worked for Karr-Barth Associates, Capital Analysts Inc., and Nationwide/Provident Mutual.

Said Rob Morgan, "I am extremely pleased to be working with Van, Mike, and Maryann again. They have well known reputations for putting their clients first, a hallmark for Fulcrum, and Maryann's background in compliance will serve our branch and, most importantly, our clients well. We are very fortunate to have these three very talented individuals join us in Exton."

**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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