



FOR IMMEDIATE RELEASE

Fulcrum Securities Establishes Financial Institutions Division

**New Group to Focus on
Community Banks**

MCLEAN, VIRGINIA; May 20, 2009: Fulcrum Securities, Inc. (Fulcrum), a regional broker-dealer and investment advisory firm headquartered in St. Louis, Missouri, today announced the creation of its new Financial Institutions Division located in Fulcrum's offices in Reston, Virginia. Among the services offered by the new group is a unique turnkey program through which community bank customers are now able to access a full range of retail brokerage services via Fulcrum's Advisor network.

Working in partnership with local and regional banks, the new Division offers wealth management advice and services to bank customers of participating banks without the banks having to go to the expense of hiring their own in-house portfolio management, sales, and back office staff. Fulcrum's program makes it possible for them to compete without incurring the added expenses associated with opening new offices and developing new areas of expertise.

As part of the unique program, Fulcrum Advisors work directly with bank customers on-site at participating banking facilities. Over the past several months there has been significant growth among larger regional banks expanding their operations into wealth management.

"This presents a fantastic opportunity for us as a Firm", said Don Megliola, Senior Managing Director at Fulcrum. "We recognized early on that community bank customers were often being underserved in the wealth management arena and that local banks, focused mainly on providing traditional banking services in their communities, did not have the in-house expertise to expand into the brokerage arena. These days however, with the larger financial institutions as distracted as they are and the competitive environment among community and regional banks heating up, by introducing our new bank program, Fulcrum has effectively leveled the playing field among all players in this arena."

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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