



FOR IMMEDIATE RELEASE

**Fulcrum Securities Names
Morgan Chief Investment Strategist**

**Rob Morgan to Open
Philadelphia Branch Office**

MCLEAN, VIRGINIA; March 22, 2010: Fulcrum Securities, Inc. (Fulcrum), a regional broker-dealer and investment advisory firm headquartered in St. Louis, Missouri with Executive Offices in McLean, Virginia today announced that Rob Morgan has joined the firm as Chief Investment Strategist. Mr. Morgan comes to Fulcrum from Dearden, Maguire, Weaver, and Barrett, LLC., and will report to J. Patrick Kearns, President and CEO of Fulcrum. In addition to his responsibilities as Chief Investment Strategist, Rob will manage Fulcrum's new Branch office in Philadelphia and develop the Firm's asset management capabilities. Fulcrum has two offices in the Washington D.C. metropolitan area as well as branches in New York City, Indianapolis, Indiana, and St. Louis, Missouri.

Rob got his start in the investment business in 1989 with Fifth Third Bank in Cincinnati, Ohio. In 1999, he moved to Pennsylvania and took a position as Chief Investment Officer for Fulton Financial Advisors, Corp., a \$5 billion money management firm located in Lancaster, Pennsylvania. Over the years, Rob has held the position of Investment Strategist for Janney Montgomery Scott, LLC., a Philadelphia-based brokerage firm and later, as President of Dearden, Maguire, Weaver, and Barrett, an investment firm located in West Conshohocken, Pennsylvania.

Noted J. Patrick Kearns, President and CEO of Fulcrum, "Rob's expertise in guiding investment teams through the complexities of the domestic and international markets, combined with his many years in leadership positions in the industry will go a very long way towards enhancing Fulcrum's investment capabilities for the benefit of our clients, we are very fortunate to have someone of Rob's experience join us."

Rob added, "I am excited to be opening a Philadelphia office for Fulcrum and also looking forward to developing the asset management capabilities of the Firm."

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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