

PRESS RELEASE



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Revzon Consulting and CIFmarketplace join forces focusing on development and distribution of collective investment funds

August 18, 2009 – Revzon Consulting Group and the CIFmarketplace are pooling the talents of their respective organizations to focus on expanding the utilization of collective investment funds (“CIFs”) as investment options for Retirement Plans serviced by fee-based advisors and regional bank trusts.

Revzon Consulting Group’s expertise is largely centered on the consulting opportunities of CIFs, having developed, both open and closed architecture systems in many of the largest East Coast banking institutions. According to Les Revzon, Principal of Revzon: “Many of the core marketing principals espoused by the CIFmarketplace in their sales efforts could have been written by my office.”

The CIFmarketplace intends to primarily distribute non-proprietary Fund Sub-Advisors taken from major national trust companies and consulting firms that include portfolios encompassing both active and passive strategies with unique and highly productive investment results. According to Lance Roberts, Principal at the CIFmarketplace: “Having the opportunity to work with a pro like Revzon not only gains us credibility with trust companies across the country, but enables us to focus on our core strength – distribution; and to show the retirement industry why the future of investment products is here today.”

According to Ken Neward, National Sales Manager for the P&A Group: “Having additional experienced talent backing our CIF initiative gives P&A complete confidence that the end product will be delivered to our fee-based advisor channel in a competitive and efficient package, as a complimentary addition to traditional mutual funds and ETFs.”

The Revzon/ CIFmarketplace relationship is reviewing proposal requests from advisors and fund managers who are seeking to expand their distribution into the Retirement Plan segment while utilizing an investment vehicle that is gaining in popularity due to its lower net cost than traditional options.

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