



Contact: Brendan McManus  
Walek & Associates  
212.590.0524  
[bmcmanus@walek.com](mailto:bmcmanus@walek.com)

## **MEDIA FOCUSES RECORD-SETTING LEVEL OF ATTENTION ON WEALTH MANAGEMENT**

### **Advisors Use Press to Build Brand, Visibility, Credibility**

### **Bucking Trend, Many Wealth Managers Stick to Sidelines As Markets Turn Volatile**

**NEW YORK – October 1, 2007** – The wealth management industry is attracting as well as seeking more media exposure than ever before, according to a new study by Walek & Associates. But recent global market turmoil has caused many wealth managers to sit on the sidelines with the media, underscoring the industry's reluctance to provide consistent leadership, according to Walek.

By year-end 2007, a record-setting 33,000 articles are expected to appear in the press that include or focus on wealth management, according to the new study, *A Wealth of Opportunity*. The study is the latest in the "Alternative View" series from Walek & Associates, one of the largest and the fastest-growing independent corporate and financial services public relations firms in the US.

"Our new study clearly shows that there is no shortage of opportunity for wealth management firms to use the media to build their brand and build their business," said Thomas Walek, author of the study and Founder and President of Walek & Associates. "Media exposure provides a unique platform for wealth management firms to showcase the long-term, process- and relationship-driven advice that differentiates wealth managers from traditional, transaction-oriented financial advisors," said Walek.

### **Looking for A Leader**

"Our study also found a big drop in media citations of wealth management during the August 2007 period of global market turmoil," said Walek. "We think there remains a tremendous opportunity for wealth management leaders to demonstrate their long-term, focused, seasoned and reasoned insight at a time when investors and the media need it most," he said.

## Key Findings

*A Wealth of Opportunity* is based on a review of the appearance of the term “wealth management” in media articles as measured by Factiva®, from Dow Jones, for the years 2003-2007 (YTD), as well as forecasts by Walek & Associates. Highlights include:

- A record 33,000 articles mentioning “wealth management” are expected to be published in 2007, 4.5% more than the actual 2006 total and double the number of such articles published in 2003.
- Nearly 25% of all media mentions of “wealth management” appear in articles in the largest and most prominent media in the world.
- In 2006, some 6,000 press releases that included the term “wealth management” were issued, reflecting the importance of this professional service to marketing and branding efforts. Walek forecasts that by year-end 2007, a record 6,580 press releases containing the term “wealth management” will be issued, up nearly 10% from the previous year and nearly 65% percent more than in 2003.
- In August 2007, a total of 2,643 mentions of “wealth management” were posted, down more than 20% from the previous month, a drop not attributable to seasonal data variation.

A complete copy of the study, *A Wealth of Opportunity*, is available at <http://www.walek.com/press.html>.

## About Walek & Associates

Founded in 1998, Walek & Associates is one of the largest and the fastest-growing independent financial and corporate public relations firm in the US, according to J.R. O'Dwyer Co., Inc. Walek specializes in ongoing and transaction-based media and shareholder relations for public and private companies across capital markets, traditional and alternative asset management, banking, M&A, professional services, financial services and financial technology. From building visibility and brands to managing crises and launching products, Walek delivers results that help clients build business. [www.walek.com](http://www.walek.com).

# # #