



A Wealth of Opportunity

Alternative View
October 2007

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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.



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THE POWER OF PUBLIC RELATIONS

“Public relations ...can be highly useful in building a brand that augments other approaches to cultivating the wealthy. The key to making these methodologies pay off is continuity.”

Russ Alan Prince & Hannah Shaw Grove
“A View From the Top”
Private Wealth
June-July 2007

We couldn't have said it better ourselves. Even if we did, it doesn't mean as much as it does coming from two of the nation's most recognized experts on the high-net-worth market.

And that's really the point, isn't it? Public relations is about harnessing the power, credibility and reach of third parties and the media to build your name, your expertise and your brand among target audiences.

For wealth management firms, positive press about your expertise and your practice is good for your business. And there is no shortage of opportunities for wealth management firms to use the media to build brand and build business. Chart 1 shows the number of articles that included the term “wealth management” published each year from 2003 through annualized 2007.

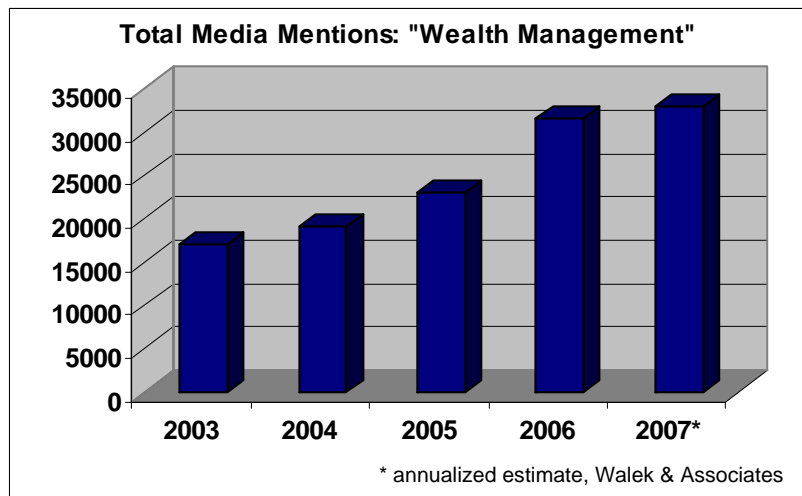


Chart 1



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33,000 TIMES A YEAR

The press writes, broadcasts and otherwise pontificates about wealth management at an increasing rate.

Walek & Associates estimates that the media will include the term “wealth management” in a record-setting 33,000 articles in 2007. That’s double the number of articles that included the term “wealth management” written in 2003 and nearly the level of media attention devoted to hedge funds (see “100 Times a Day,” Walek & Associates, March 2006, <http://www.walek.com/press.html>).

Media interest in wealth management is more than just industry trade publications and other niche market outlets (Chart 2). Over the years, nearly a quarter of all media mentions of “wealth management” appeared in articles published by major media outlets, a category that includes 381 high-profile newspapers and magazines around the globe.

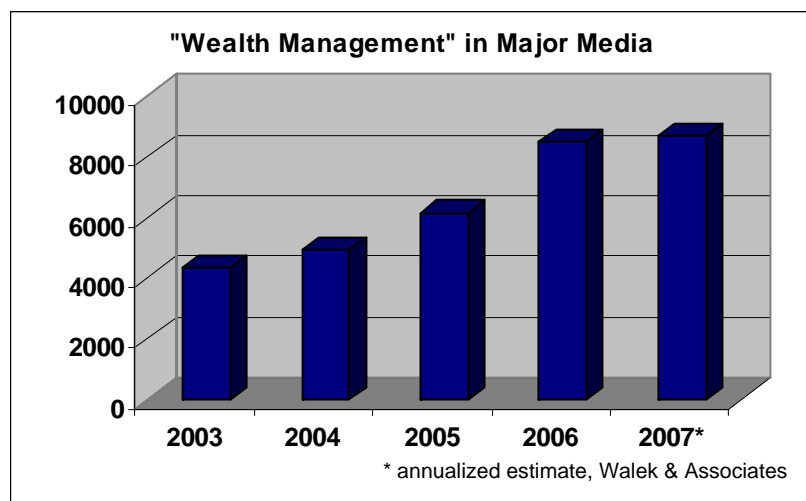


Chart 2



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GROWING VISIBILITY FOR A GROWING BUSINESS

The media's active and growing interest in wealth management reflects many trends, among them a growing pool of affluent investors, a growing number of wealth management firms and a rapidly expanding wealth management asset base. Chart 3 illustrates this last point, in which we compare Boston Consulting Group's estimates on the size of the global wealth management business to the rise in media mentions.

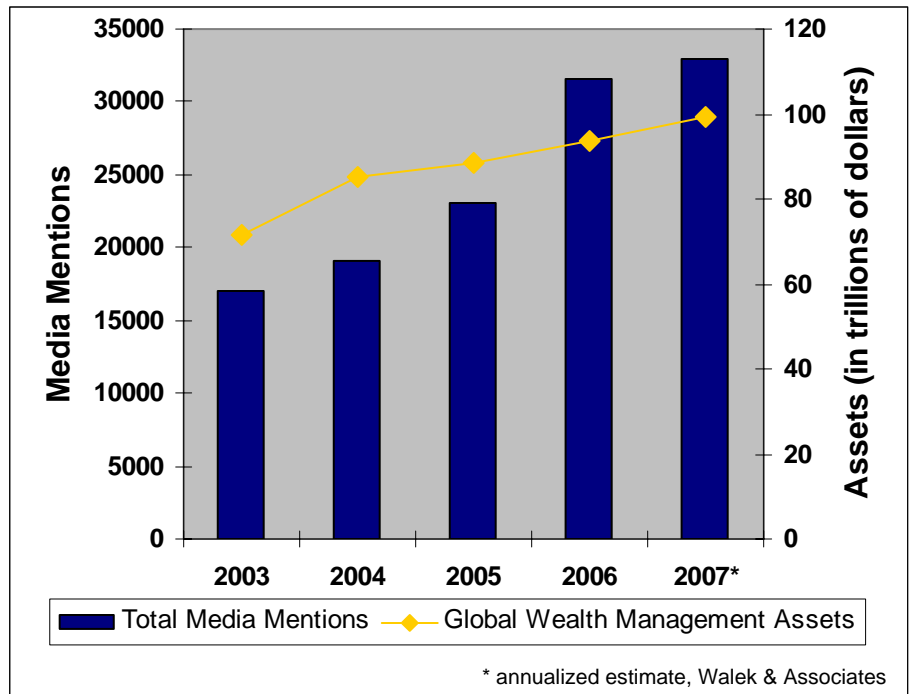


Chart 3



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CUTTING THROUGH THE CLUTTER

Industry growth and increased media attention also reflect an increasingly competitive environment among private banks, wealth management divisions of financial services companies, independent firms and others jockeying to get a piece of the wealth management pie.

Traditionally a business of hushed tones, closed doors and quiet referrals, today's wealth managers are using marketing tools of every type to get and keep clients. These tools include advertising, direct mail, sponsorships, web marketing...and public relations.

In the crowded field of wealth management, demonstrating leadership, expertise, credibility, trust, discretion and global resources is imperative – as is building your brand and simply “getting your name out there.” Public relations is the most powerful tool available to demonstrate your firm's leadership. Having you and your team regularly featured and quoted in targeted print and broadcast media keeps you in front of clients and prospects in a consistent, brand-building, highly credible fashion that no other marketing tool provides.

The power of public relations for wealth managers is not lost on those in the sector. Already, we are seeing firms using press releases, for instance, to get their names into the market. Chart 4 shows the steadily growing use of the term “wealth management” appearing in press releases each year since 2003. This reflects the growing importance of wealth management to business and the growing importance of using the press to help market wealth management services to the affluent.

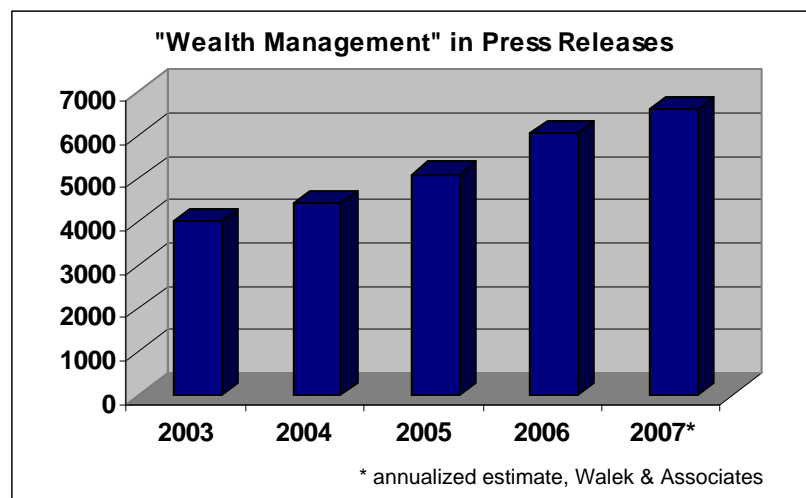


Chart 4



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LOOKING FOR A LEADER

Public relations is much more than just press releases. And in the emerging field of wealth management, no firm has taken the lead in using public relations aggressively to build its business.

In recent market turmoil, for instance, our research found a substantial drop in media citing “wealth management.” Chart 5 shows the significant drop in the number of published articles mentioning “wealth management.” Twenty percent fewer articles were published in August 2007 than in July, a fall not explained by seasonal variations. This may reflect wealth managers’ reluctance to provide insight, expertise and analysis during this summer’s sub-prime market rout. For those who stuck to the sidelines, we see this as a lost opportunity for confident wealth managers to communicate to clients and potential clients through the media during a time when their expertise would have been highly valued.

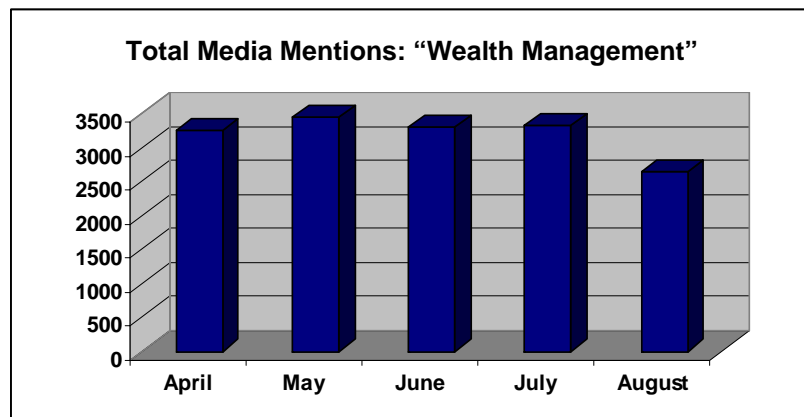


Chart 5

Forward-thinking industry leaders should consider the following to make public relations work to put them ahead of the competition, build their brands and grow their businesses:

- How am I showcasing my firm’s talent and expertise?
- Do I have a clear brand strategy?
- What is my market visibility vis-à-vis my peers?
- What relationships do I have with the media?
- Does my public relations strategy reflect my firm’s culture?

To explore answers to these questions and see how public relations can help build your business, contact Walek & Associates.



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METHODOLOGY

Research used in this study was primarily obtained from Factiva®, from Dow Jones (“Factiva”). A comprehensive search was conducted in June 2007 for the term “wealth management” in articles published between 1 January 2007 and 31 May 2007, 1 January 2006 through 31 December 2006 and similarly for previous years.

Using the same time period and keywords, a search was conducted for the subset “Major Publications,” defined as all articles with the term “wealth management” appearing in Factiva’s predefined listing of the world’s major news and business publications.

Using identical parameters, a search was conducted for the subset “Press Releases,” defined as only press releases including the term “wealth management.”

A comprehensive search was conducted in August 2007 for the term “wealth management” in articles published in each individual month of 2007.

Using Boston Consulting Group’s annual *Global Wealth Report*, Walek & Associates annualized the 2006 and 2007 figures to estimate the growth of global wealth management assets from 2003 onwards.



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