

BELLATORE



**BELLATORE NAMES JOHN GABRIEL REGIONAL VICE PRESIDENT  
OF BUSINESS CONSULTING**

San Jose, Calif., May 20, 2008—John W. Gabriel, Jr., has joined Bellatore, LLC as Regional Vice President, Business Consulting. In this role, he will help lead the business consulting and in-field support efforts of Bellatore Investment Counsel, the turnkey asset management division of Bellatore, LLC.

Mr. Gabriel will be responsible for building relationships with advisors in Bellatore’s Eastern region. This includes identifying prospects, strengthening existing relationships, assisting advisors in establishing a business model and motivating its successful implementation. As a driving force behind Bellatore’s business consulting program, he will support advisors’ business development goals through a customized consulting process that offers practical, hands-on support and resources in areas such as business development, wealth planning and practice management.

Mr. Gabriel brings more than ten years of experience in the financial services industry, including eight years working with independent advisors. Prior to joining Bellatore, he was Vice President, Northeast Regional Manager at AllianceBernstein Investments, where he was responsible for fostering successful partnerships with advisors in an eleven-state territory. His previous experience also includes six years of increasingly progressive management roles with Rydex Investments, including Regional Vice President at Rydex Investments and Vice President of Institutional Sales & Business Development at Rydex Global Advisors. He received an M.B.A. from the University of Colorado and a B.A. from the University of Denver.

“We are very pleased to bring an individual of John’s caliber and experience to help lead our relationship efforts,” said Bellatore President and Chief Executive Officer Al Steele. “He will play a vital role in Bellatore Investment Counsel’s effort to help advisors plan for growth more strategically and achieve their firms’ potential.”

**About Bellatore Investment Counsel, Inc.**

Bellatore Investment Counsel, Inc. delivers asset management services, investment products and business knowledge that support independent advisors and the investors they serve. The Bellatore Total Business Solution helps advisors accelerate their practices and focus on the areas where they add the most value. This customized outsourcing model centers on business management, back office support, investment solutions and wealth planning. Bellatore Investment Counsel, Inc. is a wholly-owned subsidiary of Bellatore, LLC. For more information, visit <http://advisors.bellatore.com>.

**About Bellatore, LLC**

Bellatore, LLC is a financial services company that delivers knowledge leadership services, turnkey asset management solutions and practice equity monetization services. Bellatore provides a distinct array of practice management services to independent financial advisors interested in accelerating their practices. Bellatore also helps financial institutions bring meaningful value to their businesses through practice management and business consulting, public speaking, wholesaler training, and business intelligence services. For more information, visit [www.bellatore.com](http://www.bellatore.com) or contact:

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*Please note: As of May 30, 2008, Bellatore Investment Counsel is a division of Bellatore Financial, Inc.*