



BELLATORE FINANCIAL, INC. ANNOUNCED AS REGISTERED INVESTMENT ADVISER

San Jose, Calif., May 30, 2008—Bellatore, LLC today announced that the firm's Registered Investment Advisor (RIA) will now be known as Bellatore Financial, Inc.

Formerly known as Bellatore Investment Counsel, Inc., Bellatore's RIA is registered for business in multiple states, including California, New York and Texas. Bellatore Financial, Inc. will include the firm's Bellatore Investment Counsel division, which provides turnkey asset management services to select financial advisory businesses.

About Bellatore Investment Counsel

Bellatore Investment Counsel 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, succession and monetization services, and wealth planning. Bellatore Investment Counsel is a division of Bellatore Financial, Inc. For more information, visit <http://advisors.bellatore.com>.

About Bellatore, LLC

Bellatore, LLC is a financial services company that delivers knowledge leadership services and turnkey asset management solutions. 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 or contact:

Bellatore, LLC
408-998-7700
marketing@bellatore.com

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