



THE MONEY MANAGEMENT INSTITUTE

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**MONEY MANAGEMENT INSTITUTE APPOINTS HILARY FIORELLA
EXTERNAL AFFAIRS ADVISER
—NEW ROLE TO FOCUS ON INCREASED COMMUNICATIONS—**

Washington, D.C., March 1, 2008—The Money Management Institute (MMI), the national organization for the \$1.7 trillion separately managed account and wealth management industry, announced today that it has retained industry veteran Hilary Fiorella to manage industry communications. The newly created position reflects the growth in the managed investment solutions industry, the continued growth of MMI membership, and the Institute’s plans to improve overall communications with its members, public policy makers and investors throughout the country.

“This position will be key to our ability to increase communications with our expanding membership and the media about the successes and opportunities in managed investment solutions,” said Christopher L. Davis, president of MMI.

Ms. Fiorella joins MMI most recently from CheckFree, now a part of Fiserv, where she was Vice President, Marketing and Communications. Ms. Fiorella managed all aspects of marketing for the Investment Services Division of CheckFree. Prior to her 10 years with CheckFree, Ms. Fiorella served in various leadership roles in marketing and product management within the financial services vertical market organization at AT&T.

MMI continues to experience strong growth in its ranks. Over the last two years, MMI has added 62 new members, 34 new members in 2007, and 28 the year prior. Association with MMI provides its members with opportunities to network, learn about products and trends, and importantly, serve on Institute committees that address specific industry issues. Fiorella will work with MMI's members and the media to increase awareness of the importance of professional advice.

MMI's key initiatives will benefit from Fiorella's stepped attention to communications. Gateway to Leadership, the program to advance diversity in financial services firms, adoption of industry-wide communications standards, and new member development will all benefit from improved communications.

The Money Management Institute (MMI) is the national organization for the separately managed account and wealth management industry, representing investment manager firms, sponsors of investment consulting programs and their financial advisors. MMI was formed in 1997 to serve as a forum for the separately managed account industry's leaders to address common concerns, discuss industry issues and collaborate to better serve investors. The Institute is the leading advocate for the industry on regulatory and legislative issues. MMI's membership comprises firms that offer comprehensive financial consulting services to individual investors, foundations, retirement plans and trusts; related professional investment management firms, and vendor firms that provide long term services to both sponsor and manager firms.
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