

FOR IMMEDIATE RELEASE

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**FIDUCIARY EXPERTS PARTNER TO STRENGTHEN
INDEPENDENT CERTIFICATION PROGRAM**

TORONTO, January 31, 2011 – CEFEX, Centre for Fiduciary Excellence, LLC, is announcing today a partnership with Benchmark Financial Services (Benchmark) of Ocean Ridge, FL and that its founder, Edward Siedle has joined the CEFEX Advisory Council.

Mr. Siedle began his career in law in the Security and Exchange Commission's Division of Investment Management, and later served as Legal Counsel and Director of Compliance for Putnam Investments. In 1999, Mr. Siedle founded Benchmark Financial Services, Inc., which provides money management, fiduciary consulting and investigative services to institutions, law enforcement, regulators and wealthy individuals. The firm has pioneered the emerging field of forensic investigations of the money management industry and has conducted investigations worldwide involving in excess of \$1 trillion in assets under management.

The partnership between CEFEX and Benchmark will focus on the continued development of the CEFEX investment manager assessment, including a revision suitable for emerging managers and hedge funds. CEFEX will combine Benchmark's "Enhanced Integrity" proprietary due diligence methodology with its own standard-based methodology, resulting in a comprehensive assessment of best practice. The result will be increased protection of invested assets from conflicts of interest, unethical business practices and undisclosed compensation arrangements.

The General Manager of CEFEX, Carlos Panksep stated: "Ted is an authority on investment management practices who will further increase the credibility and relevance of the CEFEX certification programs. CEFEX will leverage Ted's extensive experience in forensic investigations of asset management practices to strengthen the CEFEX assessment methodology."

"I am pleased to work with CEFEX", stated Edward Siedle. "This organization operates a highly structured certification system which gives investors standardized due diligence on money managers and other fiduciaries. This system helps our industry build trust in service providers, and ultimately distinguishes the best firms from the questionable ones."

CEFEX now has over 85 registrations of firms with over \$400B in assets under management or administration. In existence since 2006, the CEFEX mark is an indication of accountability in an industry which increasingly values the transparency of service providers. The certification provides assurance to investors, both institutional and individual, that a fiduciary firm

(Investment Steward, Advisor, or Manager) or non-fiduciary firm (Investment Support Service Provider, Recordkeeper, Administrator) has demonstrated adherence to a Standard of Excellence. The independent annual certification program involves a detailed assessment of operational data and procedures, including on-site interviews and verification. Certified firms are registered for public review at www.cefex.org.

A complete listing of CEFEX Advisory Council members, including biographies, can be found at: www.cefex.org/IndustryExpertise.aspx.

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About CEFEX:

CEFEX, Centre for Fiduciary Excellence, LLC is an independent certification organization. CEFEX works closely with industry experts to provide comprehensive assessment programs to improve the fiduciary practices of investment stewards, advisors, recordkeepers, administrators and managers. CEFEX has offices in Toronto, Canada, and Pittsburgh, PA.

For more information on Benchmark Financial Services, please visit www.benchmarkalert.com.