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BRIGHTSCOPE NAMES CHICAGO'S TOP 25 REGISTERED INVESTMENT ADVISOR FIRMS WITH THE MOST ASSETS UNDER MANAGEMENT

Optimum Investment Advisors, LLC Tops the List with \$3.5B in Assets, Followed Closely by Gofen and Glossberg, LLC, C.W. Henderson & Associates, Inc. and Gresham Partners, LLC

SAN DIEGO, Calif. (November 8, 2011) – BrightScope (www.brightscope.com), a leading provider of independent financial information and investment research, today announced the Top 25 Registered Investment Advisors in Chicago, focused on individual money management, with the greatest amount of assets under management. This is the third list in a series that BrightScope will regularly release to highlight data contained within its Advisor Pages™, a breakthrough way for people to discover, research, and select a financial advisor.

"Finding information on a financial advisor was formerly a cumbersome task, but BrightScope Advisor Pages has significantly shifted the paradigm. With sophisticated search functionality and a simple, user-friendly interface, anyone with internet access can use BrightScope Advisor Pages to find a financial advisor," said Shaloha Aires, GM of Advisor Pages at BrightScope. "Now, more than ever, it is critical that investors take the initiative to do their own research online."

By aggregating hard-to-discover but publicly available information on advisors, BrightScope has created a free, easy-to-use database that is searchable from multiple dimensions. BrightScope's Advisor Pages™ features the data most critical to investors tasked with making an informed decision on which financial professional best meets their needs, including location, qualifications, amount and types of assets under management, area of specialty, legal disputes, formal complaints and more.

Top 25 Chicago-based advisors by total assets under management:

Company – Total assets under management

- 1. [Optimum Investment Advisors, LLC](#) - \$3.5B**
- 2. [Gofen and Glossberg, LLC](#) - \$2.9B**
- 3. [C.W. Henderson & Associates, Inc.](#) - \$2.9B**
- 4. [Gresham Partners, LLC](#) - \$2.9B**
- 5. [Altair Advisers, LLC](#) - \$2.6B**
- 6. [RMB Capital Management](#) - \$1.9B**
- 7. [Mid-Continent Capital, LLC](#) - \$1.4B**

8. [William Harris Investors, Inc.](#) - \$1.1B
9. [Cedar Hill Associates, LLC](#) - \$1.0B
10. [Pekin Singer Strauss Asset Management Inc.](#) - \$777.3M
11. [Lodestar Investment Counsel, LLC](#) - \$723.3M
12. [Chesley, Taft & Associates, LLC](#) - \$711.0M
13. [Interocean Capital, LLC](#) - \$589.0M
14. [Urban Financial Advisory Corporation](#) - \$546.1M
15. [Front Barnett Associates LLC](#) - \$521.3M
16. [Concord Asset Management](#) - \$513.9M
17. [Premier Asset Management LLC](#) - \$508.3M
18. [Chicago Partners Investment Group LLC](#) - \$507.5M
19. [Westwood Management Corporation](#) - \$444.8M
20. [Botty Investors LLC](#) - \$405.0M
21. [Brewer Investment Advisors LLC](#) - \$377.5M
22. [Cypress Capital Partners, LLC](#) - \$300.0M
23. [Embree Financial Group](#) - \$300.0M
24. [Barrington Strategic Wealth Management Group LLC](#) - \$267.1M
25. [Trees Investment Counsel LLC](#) - \$262.9M

BrightScope obtains its data directly from publicly available sources, including required regulatory filings from the Securities Exchange Commission. Financial advisors can augment these primary sources by claiming their BrightScope Advisor Page™. By analyzing and interpreting this data, BrightScope now provides unparalleled insight into the financial management industry.

For more information about BrightScope Advisor Pages™ or to find information on a financial advisor, please visit <http://www.brightscope.com/financial-planning/find/advisor/>.

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About BrightScope

BrightScope is a financial information company that brings transparency to opaque markets through independent research and analysis. Delivered through web-based software, BrightScope data drives better decision-making for individual investors, corporate plan sponsors, asset managers, broker-dealers, and financial advisors. The BrightScope Rating™, developed in partnership with leading independent 401k fiduciaries, reviews more than 200 unique data inputs per plan and calculates a single numerical score which defines plan quality at the company level. In April 2011, the company launched BrightScope Advisor Pages™, the first comprehensive and publicly available directory of financial advisors designed to help consumers discover information and conduct due diligence on wealth management professionals. BrightScope also markets a suite of data analytics software products to Fortune 1000 companies, asset managers, broker-dealers, financial advisors, and other market participants. Public ratings for more than 46,000 retirement plans as well as rating definitions, criteria and methodologies, and information on more than 450,000 financial advisors are available for free at www.brightscope.com.