

Excella Launches AdvisorPower Custom Growth PlansSM

Marketing Solutions for Multi-Family Offices, Independent Investment Advisors, and Independent Financial Planners

BOSTON, January 16, 2009 — Excella today announced the official launch of AdvisorPower Custom Growth PlansSM, a consultative marketing program that has one mission in mind: to provide multi-family offices, independent investment advisors, and independent financial planners with institutional-quality strategic expertise that is customized to provide breakthrough growth.

AdvisorPower is designed to immediately help advisors achieve three critical goals:

1. Find profitable clients that lead to top-line revenue growth
2. Develop strong relationships with clients and centers of influence
3. Balance the need to maximize profits with the need to invest in growth

“Through AdvisorPower, participating financial advisory firms will immediately leverage Excella’s decades of success delivering solutions to some of the world’s most successful high-net-worth and institutional investment firms,” said Ani Yessaillian, principal and founder of Excella. Each relationship begins with a complimentary consultation between the advisory firm and Excella’s experts. In the consultation, Excella will review the advisor’s business — including specific goals and challenges — and then customize one or more AdvisorPower programs that will build the critical skills advisory firms need for growing their wealth management practice. Programs are focused on business planning, marketing, brand development, and referrals. A one-on-one coaching program is also available.

“This is not a one-size-fits-all solution,” said Ani Yessaillian. “Excella invests the time to understand the advisory firm’s specific needs, priorities, and overall goals in order to customize AdvisorPower solutions to specific growth targets. From the initial consultation to the final implementation of AdvisorPower action steps, Excella’s experts will work side by side with participating financial advisory firms every step of the way, partnering with them towards the goal of breakthrough growth.”

About Excella

Excella is the proven catalyst for breakthrough growth in the high-net-worth and institutional marketplaces, providing strategic marketing and custom solutions that lead to one all-important business end: results. Led by founding principal Ani Yessaillian, Excella’s team of experts has an established track record of helping institutions of all sizes reach their growth potential. For more information about Excella, visit www.excellamarketing.com.

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Media Contact:

Ani Yessaillian

617 886-6001

AY@excellamarketing.com

Excella, Inc.
P.O. Box 960010
Boston, Massachusetts 02196
excellamarketing.com