
NOTED AUTHOR RETURNS TO HALIFAX TO ADVOCATE 'CLIENT-FIRST' INVESTMENT STRATEGIES

– August seminar is open to the public –

HALIFAX, NS - July 28, 2009 – Native Nova Scotian and investor advocate Warren MacKenzie will be in Halifax next month to speak on 'client-first' investing – strategies that empower average retail investors to better manage their finances and dealings with the securities industry.

Mr. MacKenzie will share his insights on successful investment processes that put investors' needs first. He will stress the importance of knowing your investment returns, comparing returns with their appropriate benchmarks, geographic and sector diversification, and understanding how excessive – and often hidden – fees can erode your savings. He will illustrate how investors can avoid risk and save thousands of dollars a year simply by asking the right questions. Given the current economic environment, his guidance for do-it-yourself investors and tips for finding a trustworthy financial advisor will prove invaluable.

Many of Mr. Mackenzie's perspectives will be drawn from his books, 'The Unbiased Advisor' and most recently, 'New Rules for Retirement – What Your Financial Advisor Isn't Telling You.' Mr. MacKenzie's books have been well received by retail investors across Canada in part because they challenge the 'conventional wisdom' espoused by the commission-based investment advisory industry.

Mr. MacKenzie's talk will be held at the Keshen Goodman Public Library, 330 Lacewood Drive, on August 10, 2009 at 7:00 pm. It is open to the public but seating is limited. Please confirm your attendance by phoning 902.406.1624 or e-mailing dmartin@secondopinions.ca.

About Warren MacKenzie

Warren MacKenzie, founder and president of Second Opinion Investor Services, has been providing investment advice to Canadian families since 1987. Prior to forming his own company, he was a senior financial advisor with two of the country's largest securities firms. A prolific writer and frequent speaker on investment strategy and retirement planning, Mr. MacKenzie authored 'The Unbiased Advisor' and co-authored 'New Rules of Retirement', both published by Harper Collins.

Mr. MacKenzie is a Chartered Accountant, Certified Financial Planner and Certified Investment Management Analyst. He began his working life as a schoolteacher in Halifax, and later joined a national firm of chartered accountants. During his career he also managed his own accountancy firm and worked as a trustee in bankruptcy.

Early in his tenure within the investment industry, Mr. MacKenzie recognized the conflict of interest that exists when financial advisors earn commissions from their investment recommendations. To give retail investors an unbiased alternative, he started Second Opinion Investor Services in February 2005.

About Second Opinion Investor Services

Second Opinion Investor Services is the Canadian investor's best source for unbiased, common sense investment advice. Acting in the capacity of a fiduciary, the company provides fee-based financial planning, investment assessment, and portfolio monitoring services for clients at all levels

of net worth. Second Opinion employs the proven strategies utilized by institutional money managers for the benefit of retail investors, enabling them to achieve their financial and lifestyle goals with minimal risk. For further information, please visit www.secondopinions.ca.

-30-

For additional information, please contact:

Heather Pritchard

Tel: 416.640.0550 ext. 223

e-mail: hpritchard@secondopinions.ca