
ATLANTIC CANADA INVESTORS GET 'SECOND OPINION'

– Access to unbiased advice key to real returns –

TORONTO, ON – August 10, 2009 – Second Opinion Investor Services today announced the opening of its latest office in Halifax, NS. The new office will provide 'client-first' investor services, including financial planning, complete portfolio analysis, investment performance monitoring, and do-it-yourself investment coaching.

"Canadian investors are overwhelmed and disillusioned by the complex array of investment products being sold today," said Warren MacKenzie, president and CEO of Second Opinion Investor Services. "There is a very real need for expert investment advice that is sheltered from marketplace incentives, product development and sales targets."

Headquartered in Toronto, Second Opinion has seven offices in southern Ontario and plans to expand nationally over the next 12 months. Halifax is the company's first location in Atlantic Canada.

David Martin, a 15-year veteran of the financial services industry, will manage the company's new Halifax office. A Fellow of the Canadian Securities Institute, Martin is a Certified Financial Planner (CFP) and Canadian Investment Manager (CIM). He holds an economics degree from Carleton University. Martin's professional experience includes six years as an institutional bond broker, and nine years as an investment counselor and portfolio manager with a leading Canadian financial institution.

"The Second Opinion business model is based on complete transparency," said David Martin. "After 15 years experience in the industry, I immediately recognized the benefit of separating product commissions and incentives from financial advice. Our clients pay us directly for our advice and, as a result, we can tell it like is – straight up."

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.

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