



WEIGH HOUSE
Investor Services

FOR IMMEDIATE RELEASE

SECOND OPINION ADDS KEY EXECUTIVES; REBRAND AS WEIGH HOUSE INVESTOR SERVICES

TORONTO, November 4 – Weigh House Investor Services (formerly Second Opinion Investor Services) announced the addition of five key executives to its management team. The added senior executive strength comes as part of the company's expansion and repositioning as a first source of straight answers for Canadian investors.

"It is clear that investors now need more than opinions," said Warren MacKenzie, President, Weigh House Investor Services. "They are looking for straight answers and greater fairness in the advisor-client relationship – free of the biases that come from sales commissions and product incentives. This is what we have done successfully for our clients in Ontario for the past five years and are committed to offering to Canadians right across the country."

The company has taken its new name from history. Weigh houses were built before international standards for weights were established. Local goods were brought to these central locations where they were accurately measured and valued.

"Imagine what it would have been like to farmers before standardized weights and measures – where a single sack of grain carried differing values depending on who owned the scales," said MacKenzie. "This is precisely where investors find themselves today. They are trying to make decisions in a world where reports from financial institutions are weighted differently – where finding a valid benchmark from which to measure their progress is difficult, if not almost impossible."

Based in Toronto, the company's national expansion strategy is being lead by an expanded management team that includes five recent additions:

Ken Bradley, CMA – Vice President, Operations
15 years in business process design, systems analysis, sales and financial process design

Michael Coholan, CIM, FCSI – Vice President, Service Development and Investment Research
15 years with RBC Dominion Securities

Robert Miskimmin, MBA – Vice President, Marketing
20 years in marketing, business development, sales and product management

Clive Smith, FCIA, CFP – Vice President, Business Development
Former President and CEO of Royal and Sun Alliance Financial and Vice President, Assante Wealth Management

Enrico Visentini, CA, CFA, MBA – Vice President, Finance
Former Chief Financial Officer, Integral Wealth Management and Kingsgate Wealth Management Services; former director, IBT Trust Company

About Weigh House Investor Services

Weigh House Investor Services is the first choice for straight answers for Canadian investors. 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. Weigh House employs the proven strategies utilized by institutional money managers for the benefit of individual investors, employees and not-for-profit organizations to improve investment returns, reduce management fees and minimize taxes. For further information, please visit, www.weighhouse.com.