

Media Contacts:

Zach Leibowitz/Doug Hesney

Dukas Public Relations

(646) 722-6528/(646) 808-3664

zach@dukaspr.com; doug@dukaspr.com

fi360 and Weigh House Investor Support Services, Inc. to Form fi360 Canada

-- Expansion will offer Exclusive Canadian Version of fi360's Accredited Investment Fiduciary Training Program --

PITTSBURGH, PA, February XX, 2011 -- Fiduciary360 (fi360), the premier organization for fiduciary education, investment analytics, support services and industry insights for financial professionals and Weigh House Investor Support Services Inc., a leading Canadian financial consulting firm, today announced the launch of fi360 Canada, which will become the exclusive Canadian distributor of fi360's Accredited Investment Fiduciary Designation Training and Toolkit for Advisors software. The initiative offers Canadian investors and financial advisors greater access to education and support services based on fiduciary standards of excellence.

"The expertise and objectivity provided by Weigh House make them an ideal partner in this expansion of our services," said Blaine Aikin, President and CEO of fi360. "We look forward to having a more active presence in Canada as a result of Weigh House's efforts."

Fi360 Canada will bring fi360's highly regarded Accredited Investment Fiduciary Designation Training and Toolkit for Advisors to the Canadian market with a focus on the specific needs of Canadian financial advisors provided by Weigh House. This will result in a greater focus on the best interests of investors from advisors who have committed to adhering to a fiduciary standard of care.

"Weigh House is delighted to lead the charge in Canada to ensure more investors have the advantage of investment advisory relationships based on fiduciary standards of care," said Warren MacKenzie, President and CEO of Weigh House Investor Support Services, Inc. "Having the experience and support of fi360 behind us will enable us to act as leading agents of change in the Canadian investment and wealth management market."

The launch of fi360 Canada continues the expansion of services offered by fi360, which in November named long-time policy expert Duane Thompson as Senior Policy Analyst based in Washington, DC. Earlier this month, fi360 announced that former Senate Banking Committee Chairman Christopher J. Dodd (D-Conn) would be delivering the keynote address at the firm's annual conference in May.

About fi360

Fi360 offers a comprehensive approach to investment fiduciary education, practice management and support that has established them as the go-to source for investment fiduciary insights. With substantiated Practices as the foundation, fi360 offers world-class fiduciary Training/Education, Tools and Resources that are essential for fiduciaries and those who provide services to fiduciaries to effectively and successfully manage their roles and responsibilities. Fi360 assists those who rely on their fiduciary education programs, professional AIF® and AIFA® designations, Web-based analytical and reporting software and resources to achieve success. For more information about fi360, please visit www.fi360.com or Twitter: @fiduciary360.

SOURCE fi360

About Weigh House Investor Support Services, Inc.

Weigh House Investor Services is the first choice for straight answers for Canadian investors. Certified by the Centre for Fiduciary Excellence (CEFEX), Weigh House provides fee-for-service personal financial planning, investment portfolio strategy and assessment, investment counselor searches, and ongoing portfolio monitoring for individual investors, employees and not-for-profit organizations. The company employs the proven strategies utilized by institutional money managers to improve investment returns, while reducing investment risks and fees. For further information, please visit, www.weighhouse.com.

SOURCE Weigh House Investor Support Services, Inc.