Media Contact:
Emily J. Edmonds
Manager, Public Relations
Dow Jones & Company
(212) 416-2635
emily.edmonds@dowjones.com

HOWARD SONTAG AMONG "BEST OF BEST" FINANCIAL ADVISORS ATTENDING BARRON'S WINNER'S CIRCLE TOP INDEPENDENT ADVISORS SUMMIT

Exclusive Conference Hosts Wealth Management Leaders and Industry Decision Makers

NEW YORK (May. 19, 2009)— Howard Sontag, Chief Executive Officer, **Sontag Advisory, LLC** attended the first-annual "Top Independent Advisors Summit" hosted by Barron's Magazine, which promotes best practices in the industry and the value of advice to the investing public. The invitation-only conference was held at the Arizona Biltmore on May 6th-8th in Phoenix, AZ.

In addition to Howard Sontag were 72 of the Top 100 Independent Financial Advisors in the U.S., as ranked in Barron's August 18, 2008 issue. These industry leaders conducted workshops and panel discussions that explored issues of concern to advisors and their high-net-worth clients, including recalibrating asset allocation models, rethinking alternative investments, open and productive communications between advisors and clients, and the changing regulatory landscape.

"It was an honor to be a part of this event and to meet other professionals who share the same integrity and passion for this industry," said Howard Sontag. "Discussing best practices one-on-one with the top financial advisors across the country was a unique experience. It will be beneficial to bring these insights back to my firm and my clients."

Also in attendance were nearly 300 financial advisers who were selected by their firms to participate in the event. Associated participating firms included: Advisor Group, Ameriprise Financial, Fidelity Investments, LPL Financial, and TD AMERITRADE.

"This Summit has brought together the best independent advisors in America, who readily shared best-practice experiences and ideas for the benefit of their clients and of the industry," said Edwin Finn, editor and president, Barron's Magazine. "Such exchange of industry wisdom is more important now than ever, as advisors and their clients cope with difficult market conditions and the need to re-establish investment plans in the wake of the recent market meltdown."

###

About Barron's
Barron's (www.barrons.com) is America's premier financial magazine, renowned for its market-moving stories. Published by Dow Jones & Company since 1921, it reaches an influential audience of senior corporate decision makers, institutional investors, individual investors and financial professionals. With new content available every week in print and every business day online, Barron's provides readers with a comprehensive review of the market's recent activity, coupled with in-depth, sophisticated reports on what's likely to happen in the market in the days and weeks to come. As a result, Barron's is the financial information source these powerful people rely on for market information, ideas and insights they can use to increase their professional success and enhance their personal, financial well-being.

The "Barron's Winner's Circle Top 100" is a select group of individuals who are screened on a number of different criteria. Among factors the survey takes into consideration are the overall size and success of practices, the quality of service provided to clients, adherence to high standards of industry regulatory compliance, and leadership in "best practices" of wealth management. Portfolio performance is not a factor.

About Sontag Advisory, LLC

Sontag Advisory is a registered investment advisory firm founded in 1995. The firm acts as a fiduciary on over $5 billion in assets for wealthy individuals, businesses, non-profit organizations and foundations. The firm's position as fiduciary means Sontag Advisory LLC is under legal obligation to provide the most prudent advice based upon the firm's experience. It also means the firm is required to focus on it's clients' needs and to align the firm with its client's interests while maintaining the highest level of integrity.

Sontag Advisory's approach is holistic and tailored to each client. It's objective is to maximize each client's goals and help them secure a promising future.