

## **FOR IMMEDIATE RELEASE**

### **HighTower Appoints Steve Hayden, of Ogilvy & Mather, to Board of Directors**

**CHICAGO, IL – January 25, 2010** - HighTower, the first open-source, advisor-owned financial services company serving high net worth clients, is pleased to announce that Steve Hayden has joined its Board of Directors. Mr. Hayden is Vice Chairman and Chief Creative Officer of Ogilvy & Mather Worldwide, one of the world's largest marketing communications firms.

“HighTower is committed to supporting our advisors with the strength of a national brand and significant marketing power,” said Elliot S. Weissbluth, HighTower’s CEO. “Steve brings tremendous branding experience and intellectual capital. His knowledge is an invaluable asset, and we are truly honored to welcome him to our Board.”

Mr. Hayden has conceptualized and led the advertising and marketing campaigns for a number of the world's largest and best known brands. In 1984, he was co-creator of the famous Orwellian-inspired Apple Superbowl commercial that introduced Macintosh to the world. He continued to lead Apple's account for many years at Chiat/Day, and later at BBDO. In 1994, Mr. Hayden joined Ogilvy & Mather to lead IBM's brand turnaround, an effort that helped the brand rise to No. 2, from No. 283, in worldwide value according to Interbrand. In addition to his award-winning work for IBM, Mr. Hayden has created campaigns for American Express, Kodak, Motorola, Dove, Cisco and SAP.

“HighTower recognized from its formation the importance of developing world class branding and marketing capabilities appropriate to financial services in the 21<sup>st</sup> century,” said Steve Hayden, a Director of HighTower and Vice Chairman and Chief Creative Officer of Ogilvy & Mather Worldwide. “I was pleased to be an early investor in the Company, and look forward to ensuring that HighTower delivers on its promise of better serving investors with top advisory talent and, in turn, supporting those advisors with the marketing resources they need for lasting growth.”

#### **About HighTower**

HighTower is the first open-source, advisor-owned financial services company, focused on the needs of wealthy families. HighTower advisors are experienced investment professionals with large, established practices serving high net worth clients. As a dually-registered, multi-custodial firm, HighTower provides sophisticated investment solutions as well as an independent and unobstructed view of the markets. The company is headquartered in Chicago and maintains corporate centers in New York and San Francisco and offices around the country. See [www.hightoweradvisors.com](http://www.hightoweradvisors.com).

Securities offered through HighTower Securities, LLC, Member FINRA/SIPC/MSRB. HighTower Advisors, LLC is registered with the SEC as an investment adviser.

Contact:  
Jennifer Connelly  
JCPR  
973.732.3521  
jenn@jcprinc.com