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HIGHTOWER EXPANDS WITH NEW ADVISOR TEAM IN FLORIDA

CHICAGO, IL – March 21, 2011 – HighTower, a national financial services company serving high net worth and institutional clients, is pleased to announce that it has expanded with a new advisor team, Masterson, Emma & Associates, based in Naples, Florida.

“Masterson, Emma & Associates has built its client relationships on a foundation of integrity and commitment to what is best for the end investor,” said Mike Papedis, HighTower’s Managing Director of Business Development. “We are very glad to welcome them to the HighTower partnership.”

Mark Masterson and David Emma join as Managing Directors and Partners at HighTower. Previously, the team was at Merrill Lynch.

Mr. Masterson was recognized as a *Barron’s* Top 1000 Financial Advisor in 2010, and he earned multiple awards for top advisors during his more than 14 years at Merrill Lynch. He holds a degree in international trade from Auburn University.

Mr. Emma, in addition to his time at Merrill Lynch, has extensive experience as a real estate developer. He was also previously a professional hockey player for 10 years and was a member of the U.S. Hockey Team in the 1992 Olympics.

“HighTower continues to attract a tremendous amount of seasoned talent from across the financial industry,” Mr. Papedis said. “As we expand, our focus is advising high net worth clients without the structural conflicts endemic to large integrated financial institutions, while cultivating elite advisors who offer sophisticated investment solutions.”

For media inquiries, please contact Jennifer Connelly at 973-732-3521 or jenn@jcprinc.com.

About HighTower

HighTower is a national, advisor-owned financial services company serving high net worth and institutional clients. HighTower advisors are experienced investment professionals with large and established practices. 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.

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