



FOR IMMEDIATE RELEASE

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HIGHTOWER ALLIANCE LAUNCHES WITH GAVION PARTNERS AS INITIAL MEMBER

CHICAGO, IL – March 12, 2014 – HighTower announces the launch of the HighTower Alliance, a new entry point to the firm’s robust services and technology platform, and proudly welcomes Gavion Partners as the first Alliance member.

The HighTower Alliance extends the firm’s industry-leading infrastructure—including capital markets access, objective investment research and comprehensive operations support—to a wide range of businesses looking to enter or grow within the wealth management industry.

“Our elite service platform and cutting-edge technology fuel faster growth than most businesses can achieve on their own,” HighTower CEO Elliot Weissbluth said. “The HighTower Alliance provides access for innovative firms that want to participate in the wealth management industry shift toward an independent model, and recognize the advantage of having an established partner.”

A division of institutional consultant Gavion LLC, Gavion Partners offers fee-based investment advisors a path to independence and the opportunity to focus on serving their clients while growing their own businesses. As a member of the HighTower Alliance, Gavion Partners delivers a product-agnostic platform that supports their advisors’ fiduciary responsibility.

“By joining the Alliance, Gavion Partners reinforces its commitment to a client-first culture anchored in the values of integrity, disciplined work ethic and service,” said Bobby Allison, Vice Chairman and Director of New Business Development, Gavion Partners. “HighTower’s superior services platform and cutting-edge technology, along with our shared appreciation for true practice independence, represent the future of financial services.”



HIGHTOWER

AN UNOBSTRUCTED VIEW

Gavion Partners is headquartered in Memphis, Tenn., where its management team maintains deep personal and professional roots. The firm serves advisors throughout the Southern U.S.

For media inquiries, please contact Melinda Brodbeck, Jennifer Connelly Public Relations (JCPR), at 973-850-7348 or mbrodbeck@jcprinc.com.

About HighTower

HighTower is an industry-leading financial services firm offering a unique platform that blends objective wealth management advice with innovative technology. Our dedication to transparency in wealth management for investors and comprehensive support for independent advisors sets us apart. See www.hightoweradvisors.com.

About GAVION, LLC

GAVION, LLC provides investment consulting services to a diverse base of institutional clients encompassing both traditional and alternative strategies. With client assets under advisement of approximately \$19.9 billion at the end of 2013, GAVION's dedicated investment professionals and staff are focused on foundations, endowments, corporate plans, public funds, trust companies and hospitals located across the continental U.S. GAVION, LLC is headquartered in Memphis, Tenn., and its management team has deep personal and professional roots in the Southern U.S. with client mandates and investment manager relationships from coast to coast. www.gavionllc.com.