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**RIVERFRONT INVESTMENT GROUP, LLC GROWS BUSINESS DEVELOPMENT TEAM;
ADDS THREE INDUSTRY VETERANS AS ASSETS UNDER MANAGEMENT CROSS \$1.5 BILLION**

Richmond, Va., January 11, 2010- RiverFront Investment Group announced today that it has added three industry veterans to its business development team.

Scot Winter, who had been working with RiverFront for the past 18 months on a consulting basis, joins RiverFront as Regional Director for the Southeast. Since 1981, Scot served in a number of client and advisor-focused roles including Financial Advisor, Branch Manager, Regional Sales Manager and Regional President. He retired in 2007 as Wachovia Securities' Southeast Regional President – Private Client Group.

Scot has been instrumental in helping RiverFront establish itself as a leading provider of global tactical asset allocation mutual fund and separate account portfolios. Scot will continue to be responsible for relationship management with several of RiverFront's partner firms.

Mary Sexton joins RiverFront as Regional Director for the West. Mary served as a Managing Director and the Assistant Director of the Banking Services Division of the Financial Services Group of Wachovia Securities, one of the largest retail brokerage firms in the United States. Mary designed and led Wachovia Securities' entry into the lending business, and in four years grew the firm's position to a No. 1 ranking by McLagan among brokerage peer firms, and a Top 3 productivity strategy for Financial Advisors.

Kathy Wommack joins RiverFront as an Internal Marketing Associate responsible for servicing the needs of the growing number of Financial Advisors who are using RiverFront's managed solutions. Kathy brings over 30 years of industry experience to RiverFront. She was a key member of the RiverFront team while they were at Wachovia Securities and was responsible for all communications with Wachovia Financial Advisors from Wachovia Securities' Advisory Services Group.

"We are excited to be adding these three professionals to our business development group. We worked together for many years in the legacy Wachovia Securities system, so it is very exciting for us to be reuniting as RiverFront colleagues," said Peter Quinn, Founding Partner and Chief Operating Officer of RiverFront. RiverFront plans to selectively grow its business development capability over the next several years, and the addition of these talented individuals is the first step in that process. "We recognize that we work for financial advisors," added Quinn, "and as such, we want to make sure that every new member of our team understands the critical role they play in supporting our FA client base. Scot, Mary and Kathy are three of the best in the business."

RiverFront's assets recently crossed the \$1.5 billion mark, an increase of more than \$1.1 billion in the past 12 months. Michael Jones, the firm's Chief Investment Officer commented, "We are very excited about the growth we have experienced over the past year. Thanks to the tremendous support from our partner firms, we have seen not only the positive growth in assets under management but have enjoyed forging deeper relationships with financial advisors across the country."

About Riverfront

RiverFront Investment Group, LLC, is an independent SEC-registered investment advisor located in Richmond, Virginia, managing over \$1.5 billion in a series of global tactical asset allocation separate account and mutual fund portfolios. Majority owned by its employees, the firm provides asset management, investment advice, and leading-edge market insights. Riverfront's minority investors include Robert W. Baird & Co. (Baird) and Private Advisors, LLC. For more information about RiverFront please visit www.riverfrontig.com.