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FOR IMMEDIATE RELEASE

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RIVERFRONT INVESTMENT GROUP, LLC, ADDS ANOTHER INDUSTRY VETERAN TO BUSINESS DEVELOPMENT TEAM AND FORMS PARTNER ADVISOR SERVICES GROUP

Richmond, Va., August 18, 2010 - RiverFront Investment Group announced today that **Stuart Porterfield** will be joining RiverFront as its Mid-Atlantic/Northeast Regional Director. He will also assume responsibility for RiverFront's Internal Sales and Marketing effort.

Stuart was formerly Founder and Managing Principal of Advisor PT, an industry-leading financial advisory practice management and coaching firm. Stuart will bring many of the services offered by Advisor PT to RiverFront. Prior to founding Advisor PT, Stuart spent much of his 20-year career at Wachovia Securities and its predecessor firms where his last assignment was National Sales Manager for Wachovia Securities Financial Network. Stuart will report to Pete Quinn, Founding Partner and Chief Operating Officer.

In related news, **Rebecca Felton** has been tapped as Director of RiverFront's newly formed **Partner Advisor Services Group**. In this role, Rebecca will also report to Pete Quinn and will be responsible for delivering concierge service to the growing list of professional financial advisors that are integrating RiverFront's products and commentaries into their practices.

"The addition of another industry veteran like Stuart and the creation of our Partner Advisor Group continue to show our commitment to enhancing the services we offer the growing number of financial advisors who are working with RiverFront," said Pete Quinn, Founding Partner and Chief Operating Officer of RiverFront. "We believe our series of global tactical mutual funds and separately managed accounts coupled with our transparent advice and commentary position RiverFront for continued growth."

About RiverFront

RiverFront Investment Group, LLC, is an independent SEC-registered investment advisor located in Richmond, Virginia, managing approximately \$2.0 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 has partnered with ALPS to offer a series of global asset allocation mutual funds. RiverFront's minority investors include Robert W. Baird & Co. (Baird) and Private Advisors, LLC. For more information about RiverFront please visit www.riverfrontig.com.