

**For Immediate Release**

**For additional information, contact:**

Rebecca Felton, Riverfront Investment Group  
(804)549-4812  
[rfelton@riverfrontig.com](mailto:rfelton@riverfrontig.com)

**RIVERFRONT LONG-TERM GROWTH FUND ADDED TO RAYMOND JAMES MUTUAL FUND OFFERINGS**

**RICHMOND, March 23, 2009** – The Riverfront Long-Term Growth Fund (investor class: RLTSX; institutional class: RLTX), a mutual fund offered as part of the Baird Funds family of mutual funds, has been added to the menu of mutual funds offered by Raymond James Financial, Inc.

The Riverfront Long-Term Growth Fund seeks long-term capital appreciation. The fund is an asset allocation portfolio that invests primarily in equity securities of domestic and foreign companies across varying market capitalization ranges, styles, and economic sectors. The fund may also invest in exchange-traded funds (ETFs) to achieve its investment objectives. In constructing the Fund's portfolio, Riverfront employs a proprietary investment approach involving strategic asset allocation, tactical adjustments, sector strategy, optimized security selection, and disciplined risk management.

“We are excited that Raymond James has added the Riverfront Long-Term Growth Fund to the Riverfront separate accounts currently being offered at Raymond James. Raymond James has been a strong partner over the past year and we look forward to deepening our relationship with them in the months and years ahead.” said Riverfront Chairman and Chief Investment Officer Michael Jones.

Like the other Baird Funds, the Riverfront Fund has both investor and institutional share classes with investment minimums of \$1,000 IRA/\$2,500 Non-IRA for the investor class and \$25,000 for the institutional class. The Riverfront Long-Term Growth Fund's annual expense ratios (after contractual reimbursements) are 0.90% for Institutional Class shares and 1.15% for investor class shares. In addition to the Riverfront Long-Term Growth Fund, the Baird Funds family includes five bond funds, the Baird Aggregate Bond Fund, Baird Core Plus Bond Fund, Baird Intermediate Bond Fund, Baird Short-Term Bond Fund and Baird Intermediate Municipal Bond Fund; and two equity funds, Baird LargeCap Fund and Baird MidCap Fund. Riverfront Investment Group was created in April 2008 when a team of investment professionals from Wachovia Securities formed the investment advisory firm to offer investment strategy and asset allocation portfolios for financial advisors to use with their clients. The professionals at Riverfront are frequently quoted in the press for their observations on topics such as Federal Reserve monetary policy and stock market behavior. The firm uses a “Glass Walls” approach, stressing transparency in its advice model and its relationships within the financial services industry. Baird has a minority stake in the firm.

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**About Riverfront Investment Group**

Riverfront Investment Group, LLC is an independent SEC-registered investment advisor located in Richmond Virginia. 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, please visit Riverfront's Web site at [www.riverfrontig.com](http://www.riverfrontig.com)

### **About Raymond James**

Raymond James Financial (NYSE-RJF) is a Florida-based diversified holding company providing financial services to individuals, corporations and municipalities through its subsidiary companies. Its three principal wholly owned broker/dealers, Raymond James & Associates, Raymond James Financial Services and Raymond James Ltd. have more than 5,000 financial advisors serving 1.8 million accounts in 2,200 locations throughout the United States, Canada and overseas. In addition, total client assets are approximately \$173 billion, of which approximately \$26 billion are managed by the firm's asset management subsidiaries. For more information please visit Raymond James' Web site at [www.raymondjames.com](http://www.raymondjames.com)

### **About Baird Funds**

The Baird Funds family offers a full range of both [fixed income mutual funds](#), managed by Baird Advisors, and [equity mutual funds](#), managed by Baird Investment Management (BIM). The seasoned investment professionals of Baird Advisors and BIM use proven, disciplined investment approaches that seek to deliver consistent, competitive returns to mutual fund shareholders. For more information, visit [www.bairdfunds.com](http://www.bairdfunds.com).

### **About Baird**

Baird is an employee-owned, international wealth management, capital markets, private equity and asset management firm with offices in the United States, Europe and Asia. Established in 1919, Baird has more than 2,400 associates serving the needs of individual, corporate, institutional and municipal clients. Baird oversees and manages client assets of more than \$62 billion. Committed to being a great place to work, Baird ranked number 14 on FORTUNE's "100 Best Companies to Work For" in 2009 – its sixth consecutive year on the list. Baird's principal operating subsidiaries are Robert W. Baird & Co. in the United States and Robert W. Baird Group Ltd. in Europe. Baird also has an operating subsidiary in Asia supporting Baird's private equity operations. For more information, please visit Baird's Web site at [www.rwbaird.com](http://www.rwbaird.com).

**Investors should consider the investment objectives, risks, charges and expenses of each fund carefully before investing. This and other information is found in the prospectus. For a [prospectus and application](#), contact Baird Funds directly at 800-444-9102, at [www.bairdfunds.com](http://www.bairdfunds.com), via [e-mail](#), or contact your Baird Financial Advisor. Please read the prospectus carefully before investing.**

**Mutual fund investing involves risk; principal loss is possible. The Riverfront Fund invests primarily in common stocks, which are subject to stock market movements and related risks, including foreign stocks. Investing in foreign stocks involves special risks such as limited liquidity, greater volatility, currency fluctuation, and adverse political, economic and social developments in the foreign countries.**

**Please refer to the prospectus for more details pertaining to these and other risks.**

Robert W. Baird & Co. Incorporated, distributor.