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**Roof Advisory Group shares expertise
on national industry leader panel**

(Harrisburg, PA – January 12, 2011) - E. Jeffrey Roof, founder and president of Roof Advisory Group was one of three industry leaders invited to participate in an expert discussion during the *Investment News/Moss Adams Financial Performance Study of Investment Advisory Firms* symposium held at the Harvard Club of New York City.

The expert panel discussion focused on what made successful financial advisory firms and was part of a day long workshop for financial industry leaders based on the *Investment News/Moss Adams* performance study results.

Roof Advisory Group was named a “top-performing firm” based on that study, which ranked 612 responding investment advisory firms who met the study’s qualifying criteria. ‘Top-performing firms’ had composite rankings placing them in the top 25% of all firms reviewed. Roof Advisory Group also ranked in the top 10% of firms surveyed in many of the study’s individual business performance measures. Roof shared factors that have played a role in the firm’s continued success.

“We are pleased to be recognized as a stand out among our professional peers but such recognition is possible only because of our valued clients and dedicated staff,” says Roof. “Our firm is smaller than some of our counterparts in major U.S. cities, but our objective has always been to deliver world-class investment management and financial advisory services to our clientele. These results help affirm that we are indeed on target.”

Investment News is a nationwide industry leader news source that is published weekly by Crain Communications, Inc. Roof's post-discussion comments are provided on the *Investment News* Web site under the heading "Tips from Top RIAs."

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Roof Advisory Group is an independent, Registered Investment Advisor with the United States Securities & Exchange Commission. The sole mission of the firm is delivering objective investment management and financial advice on a fee-only basis.