



FOR IMMEDIATE RELEASE

**Asset Management Finance Announces Investment
in Towry Law, a Leading UK Independent Wealth Adviser**

First European Investment for AMF

New York and London, January 25, 2010 — Asset Management Finance LLC (“AMF”), an investment firm focusing on the global wealth management and asset management sectors, announced today it has made an investment in Towry Law, a leading independent, fee based wealth adviser headquartered in Bracknell with offices located throughout the United Kingdom.

AMF provided Towry Law with mezzanine financing designed to meet its specific needs as well as its shareholders. Towry Law has grown rapidly to become one of the UK’s leading independent wealth advisers, acquiring nine financial advisor firms since 2003. With its recent acquisition of the UK operations of Edward Jones Limited, the UK subsidiary of the US based firm, Edward D Jones & Co L.P., in November 2009, Towry Law now has over 250 wealth advisers serving in excess of 60,000 clients with around £5 billion in assets under management or advice as of December 31, 2009.

Towry Law is privately owned by its principal shareholders who include Palamon Capital Partners, one of Europe’s leading private equity firms, and Towry Law employees. Hawkpoint Partners advised Towry Law on the financing.

“We were seeking to broaden our capital base as we continue to expand and grow, without giving up a significant equity position in the firm or sacrificing any control in the firm’s governance,” said Andrew Fisher, chief executive officer of Towry Law. “AMF’s passive minority investment strategy, specialized asset management sector focus, and reputation made them an ideal partner for us. We are very pleased to have them as a strategic investor so we can benefit from their experience, financial flexibility and knowledge of our industry,” added Mr. Fisher.

“Towry Law has a successful business model focused on providing high quality services to their clients through independent wealth advice and a proven track record in acquiring and integrating wealth advisory businesses under a talented management team. They are an important addition to the AMF portfolio of best in class investment firms,” said Rob Jakacki, chief investment officer of AMF.

Towry Law represents AMF’s first investment in Europe. Addressing AMF’s future growth prospects in Europe Mr. Jakacki added: “Given our strong capital position and global investment opportunities, we are aggressively expanding our presence in the UK and Europe by dedicating additional resources to the region. Our mezzanine financing for Towry Law is a great example of AMF’s flexibility in structuring investments beyond our patented revenue sharing investments. This investment also reflects our ability to address specific investee company or market requirements while preserving AMF’s investment philosophy of providing passive, minority risk-sharing capital to quality asset management firms.”

In addition to the Towry Law financing, AMF closed several other major investments in December 2009 including a preferred equity investment in a private equity fund management company; a revenue sharing investment in a U.S.-based credit strategies hedge fund manager; and an equity financing in HighTower Advisors, a leading open-source financial services company serving high net worth clients headquartered in Chicago.

About Asset Management Finance LLC (“AMF”)

AMF provides flexible capital to a broad range of investment firms including wealth managers, institutional asset managers, alternative asset managers, and private equity firms that are seeking funding for recapitalizations, growth initiatives, management buy-outs, acquisition financing, owner liquidity and other strategic investment objectives. AMF makes minority investments designed to allow management to retain complete operational autonomy.

Investors in AMF include Credit Suisse Group AG, Proctor NBF Capital Partners (through a subsidiary of National Bank Financial Inc.), Tokio Marine & Nichido Fire Insurance Co., Ltd., and AMF management. AMF has offices in New York and Boston. For more information, please visit www.AMFinance.com.

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