

FOR IMMEDIATE RELEASE

**Asset Management Finance Announces its Role as Lead Investor
in \$100 Million Equity Financing of HighTower**

Round Capitalizes HighTower for Future Growth

New York, New York-- January 11, 2010 – Asset Management Finance LLC (“AMF”), an investment firm focused on the global wealth management and asset management sectors, announced today that it led a \$100 million equity financing for Chicago-based HighTower, a leading open-source, advisor-owned financial services company serving high net worth clients. Incumbent investors joined AMF to complete the round which capitalized HighTower for future growth.

“There is a powerful trend for preeminent advisors to seek platforms that provide open access to the best investment products from which they can offer clients uncompromised financial advice. HighTower has that innovative business model, as well as an executive management team skilled in the level of execution required for building a comprehensive nationwide platform,” said John McAvoy, president of AMF.

“HighTower’s open-source model combines the best features of the registered investment advisor and an independent broker-dealer, with the capital and infrastructure to service advisors seeking an alternative to the wirehouse model,” said Elliot S. Weissbluth, HighTower’s chief executive officer. “The open-source model pioneered by HighTower embraces multiple custodial and clearing firms, thus improving the quality of service and delivering better prices for our high net worth clients.”

“We were fortunate to have several choices for additional financing, and are thrilled to welcome the team from AMF to HighTower. Their deep knowledge of the industry and focus on financial services makes them strong partners for the next chapter of the HighTower story,” continued Mr. Weissbluth.

“With the addition of HighTower, AMF has invested in 18 firms in the US, the UK, and Australia covering a broad range of investment strategies including wealth management, institutional asset management, alternative asset management and private equity,” added Mr. McAvoy. “We look forward to more exciting developments for our firm in 2010.”

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About HighTower

HighTower is the first open-source, advisor-owned financial services company, focused on the needs of wealthy families. HighTower advisors are experienced investment professionals with large, established practices serving high net worth clients. As a dually-registered, multi-custodial firm, HighTower provides sophisticated investment solutions as well as an independent and unobstructed view of the markets. The company is headquartered in Chicago and maintains corporate centers in New York and San Francisco and offices around the country. For more information, please visit www.hightoweradvisors.com.

About Asset Management Finance LLC (AMF)

AMF provides flexible capital for wealth management and asset management firms seeking funding for growth initiatives, owner liquidity, internal equity transfers and other capital needs. AMF makes minority investments designed to allow management to retain complete operational autonomy. Investors in Asset Management Finance 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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