

PRESS RELEASE

January 6, 2011

**WIPFLI AND EIDE BAILLY ANNOUNCE PLANS TO COMBINE:
*Wipfli Hewins Investment Advisors, one of the Top CPA-based Financial Advisors,
accelerates growth in 2012 with merger of Wipfli LLP/ Eide Bailly.***

National (January 6, 2012) – Hewins Financial Advisors, LLC and its affiliate, Wipfli Hewins Investment Advisors LLC, both SEC-registered firms, (Hewins) is pleased to announce that its affiliated accounting partner Wipfli LLP is merging with Eide Bailly, a national CPA firm currently ranked in the top 25. The new firm will be known as EB Wipfli LLP pending regulatory and final partner approval. The merger is expected to be finalized on June 1, 2012.

The Wipfli/Eide Bailly merger will double the firm in size and number of office locations and provide a consistently strong presence of talented and skilled professionals in 12 states. Becoming one of the top 15 accounting firms in the nation, EB Wipfli LLP will continue its legacy of personal service and strong client relationships in all locations. The new firm will have more than \$314 million in combined revenue, serve more than 70,000 clients with 301 partners and operate 41 offices across the west-central United States and two offices in India. Hewins will be positioned to expand its national presence as one of the premier CPA-affiliated Financial Advisors in the United States. Named as the number five CPA-based Advisory Firmⁱ and one of the top fifty fastest growing firmsⁱⁱ, Hewins will benefit from this merger by continuing to team with EB Wipfli LLP to provide complete wealth management consulting services to Wipfli and Eide Bailly clients. After the merger, Hewins expects to serve more than 800 clients with nearly \$3 billion in assets.

“With clients’ trusted advisors working as a team, this cohesive approach of coordinating tax, personal planning, estate planning and investment management helps our clients reach their financial goals and do so with peace of mind, even in these difficult times” says Roger Hewins, President and Founder of Hewins.

Hewins currently has consultants in Minnesota, Wisconsin, Illinois, Florida, Oregon and Northern California, and plans to expand across the U.S. with Advisors from Eide Bailly and with new partners that share their philosophy. For more information, visit Wipfli Hewins Investment Advisors at www.wipflihewins.com and Hewins Financial Advisors at www.hewinsfinancial.com.

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ⁱ Ranked 5th in the US. *CPA Wealth Provider*, 2011, Annual Ranking of CPA Financial Planners, and Wealth Managers as ranked by assets managed for individual accounts for Hewins and Wipfli Hewins combined. Ranking published 27 June 2011. Retrieved from <http://digital.accountingtoday.com/accountingtoday/2011fs#pg2>

ⁱⁱ Forbes Magazine's Top 50 Fastest Growing RIAs ranking is based on Financial Advisor magazine's 2011 RIA ranking is based on growth of discretionary AUM from 12-31-08 through 09-30-10. Ranking based on data gathered by RIA Database.

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