

PRESS RELEASE

November 18, 2011

Wipfli Hewins Investment Advisors find a way to help clients feel comfortable during an uncomfortable economic time.

Rockford, IL (December 5, 2011) – Wipfli Hewins Investment Advisors, LLC (Wipfli Hewins) understands that in order to help their clients achieve success - it needs to be all about them. In everything Wipfli Hewins does, they think about the effect it could have on each individual client's personal financial goals. With the uneasiness of today's financial landscape, Wipfli Hewins took it one step further to ensure their client experience is one of understanding, ease and comfort, by unveiling the Cairn Room in their Rockford, IL office.

"Naming the Wipfli Hewins' client room "Cairn" exemplifies what we're all about - the clarity of walking down a guided path, working in partnership with clients, and providing insight into what the future may hold"; says Scot Roche, Principal and Regional Director of Wipfli Hewins, Rockford..

Discussing finances is not an easy topic – whether it's due to a chosen life transition or unexpected financial surprise. The Cairn Room is a way for Wipfli Hewins Investment Advisors to connect with clients on a more personal level while giving them the type of environment that puts them at ease. The blue colors in the room promote calm and positive thinking while the comfortable seating and arrangement enhance the partnership and put clients at ease. The Cairn Room also acts as a location to take clients through Visual Interactive Planning™, a tool that can instantly show clients how changes in their lives can affect their financial future. This also enables Wipfli Hewins to develop investment portfolios that are customized to each client's needs.

Wipfli Hewins Investment Advisors, LLC is an SEC-registered investment advisor and serves high net worth individuals, families, and institutions. Wipfli Hewins has consultants in Minnesota, Wisconsin, and Illinois, and plans to position itself across the U.S. with partners that share in their philosophy. For more information about Wipfli Hewins, visit www.wipflihewins.com.

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