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Capital Analysts Incorporated Establishes Business Relationship with Pershing LLC

New relationship to provide enhanced support for Capital Analysts' Wealth Manager Services platform and Advisor Portal technology

CINCINNATI — May 4, 2009 — Capital Analysts Incorporated (Capital Analysts) has announced that it will begin utilizing the financial services outsourcing solutions of Pershing LLC, a subsidiary of The Bank of New York Mellon Corporation.

Pershing is a leading global provider of financial business solutions to more than 1,150 institutional and retail financial organizations and independent registered investment advisors. Pershing's open architecture and holistic platform will enable Capital Analysts to provide both broker-dealer and registered investment advisor (RIA) capabilities to its advisors so they can be more responsive to changing expectations of the affluent client. Capital Analysts will also benefit from Pershing's dependable operational support, excellent customer service, robust trading services, flexible technology, and expansive array of investment solutions and practice management support.

"We've established a relationship with Pershing because of its consultative and forward-thinking approach to helping its customers grow their businesses, and its ability to develop and deliver innovative technology and managed account solutions for broker-dealers and RIAs," said Matthew E. Lynch, president and chief executive officer of Capital Analysts. "We are confident that the depth and breadth of Pershing's platform will provide us with the tools and solutions we need to support our industry-changing business strategies."

According to Mark Tibergien, chief executive officer of Pershing Advisor Solutions LLC, "Capital Analysts has a rich history of helping financial professionals build a better business and is poised to be a leader in the wealth management industry. Their approach to business — especially serving the fiduciary advisor — elevates the independent broker-dealer model to yet another level."

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A Broker/Dealer and Registered Investment Advisor ● Member FINRA/SIPC

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“Broker-dealers must continue to proactively enhance their business models and platform capabilities to support hybrid advisors and RIAs,” said Jim Crowley, managing director of the National Customers group at Pershing LLC. “We are pleased that Capital Analysts sees its strategic relationship with Pershing as a catalyst for achieving its vision.”

In April, Capital Analysts announced the launch of Wealth Manager Access, an innovative business-to-business affiliation model paired with the first truly integrated technology platform for independent wealth management advisors. This transparent, all-inclusive fee affiliation model complements Capital Analysts’ new Advisor Portal, which offers independent advisors critical integrated services to run their offices via technological and operational efficiencies. More information about the new platform is available at CapitalAnalysts.com.

About Capital Analysts Incorporated

Capital Analysts^{1, 2} is a business-to-business provider of wealth management services to independent investment advisors serving affluent clients nationwide. The company’s Wealth Manager Access model aligns the interest of the advisor, client, broker-dealer, registered investment advisor and clearing firm with a transparent all-inclusive flat fee affiliation model. An independent broker-dealer and registered investment advisor, Capital Analysts offers wealth management services in the areas of investment planning, advanced/estate planning and life planning. Its integrated technology system Advisor Portal allows single-sign-on access to the firm’s technological tools and data, with the ability to move data among the applications and leverage best-in-class capabilities in the areas of technology, services, and practice management. Capital Analysts is a member company of Western & Southern Financial Group.

1 A registered investment advisor.

2 A registered broker-dealer and member FINRA/SIPC.

About Western & Southern Financial Group

Western & Southern Financial Group (Western & Southern) is a Cincinnati-based diversified family of financial services companies with assets owned, managed and under our care in excess of \$42 billion as of Dec. 31, 2008. A Fortune 500 company, Western & Southern has received A.M. Best’s highest rating of A++ Superior for financial strength, Standard & Poor’s AA+ rating (one of the nine highest-rated life insurance groups in the world), Fitch’s AA+ rating and Aa3 (Stable) from Moody’s. With a heritage dating to 1888, the group’s affiliates include The Western and Southern Life Insurance Company; Western-Southern Life Assurance Company; Capital Analysts Incorporated;^{1, 2} Columbus Life Insurance Company; Eagle Realty Group, LLC; Fort Washington Investment Advisors, Inc.;¹ Fort Washington Savings Company;³ IFS Financial Services, Inc.; Integrity Life Insurance Company; The Lafayette Life Insurance Company; National Integrity Life Insurance Company; Touchstone Advisors, Inc.;¹ and Touchstone Securities, Inc.² For more information, visit www.westernsouthern.com. Western & Southern is the title sponsor of the Western & Southern Financial Group Masters and Women’s Open tennis tournaments.

1 A registered investment advisor.

2 A registered broker-dealer and member FINRA/SIPC.

3 Member FDIC.

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