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Family Office Exchange Further Commits to International Growth

Paul Pratt and Kripa Sethuraman Join FOX as Managing Partners in London

CHICAGO, August 20, 2008 – Family Office Exchange (FOX), the leading provider of research, education and networking services to private wealth owners, family office executives and wealth advisors, today reaffirmed its commitment to global growth, adding two more senior executives to its international practice based in London.

FOX's announcement of Paul Pratt and Kripa Sethuraman as international managing partners comes barely a year after the hiring of Scott Winslow as the firm's first managing partner based outside the United States. Winslow is relocating to Virginia and will provide research support for FOX's international members from that location.

"In recent months, we have seen a dramatic increase abroad in the breadth and depth of interest in FOX and the services and solutions we provide," says Sara Hamilton, founder and CEO of FOX. "The addition of Paul and Kripa help position FOX to meet critical business needs in what we perceive as a deserving but underserved market."

Paul Pratt, who will lead FOX's international sales efforts, brings to the firm extensive commercial experience, entrepreneurial expertise and a strong record of building businesses successfully.

He served most recently as head of sales for Breakingviews.com, a key source of independent real-time financial commentary and analysis for financial professionals worldwide. There, he restructured the sales team, introduced new sales incentives, and co-developed sales training and support systems.

Before joining Breakingviews.com, Pratt spent eight years at Datamonitor, which provides market analysis and business insight for 5,000 of the world's largest companies. He worked within Datamonitor's financial services business unit, serving as European sales director for financial services. Earlier, he held sales and management positions at Centaur Publications and Brymor Contractors.

FOX's other new managing partner, Kripa Sethuraman, brings deep experience in wealth management across Europe, Asia and the Middle East, and will lead the firm's international client relationship management and content and insight development efforts.

Before joining FOX, Ms. Sethurman was senior director for the Corporate Executive Board's Europe financial services practice based in London, overseeing the four core programs in private banking, commercial, retain and banking operations.

For the past seven years, Ms. Sethuraman oversaw new business development and member management across this constituency and managed the Financial Services Practice team in Europe. She also specialized in presenting research and best practices from the wealth management and commercial banking areas, as well as facilitating strategic workshops for C-suite executives.

Earlier, Ms. Sethuraman served as a commercial and economic analyst and speechwriter for the Embassy of South Korea in Washington, D.C., and worked in management consulting, with a specialization in management/union work agreements across industries.

"Paul and Kripa are outstanding additions to our team," Hamilton says. "I have the utmost confidence in their ability to deliver tremendous value to our international members and to help us expand our presence in Europe and the Middle East."

About Family Office Exchange

Family Office Exchange (FOX) is the definitive source of information and best practices associated with the business of managing family wealth. The strength of the FOX network is derived from the collective knowledge and experience of more than 550 FOX members. Since 1989, FOX has made solutions accessible to financial families by fostering dialogue among wealth owners, family office executives and wealth advisors. For more information about FOX, call 44-(0)207-387-5010 in London or 312-327-1200 in Chicago or visit www.familyoffice.com.

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