



FOR IMMEDIATE RELEASE

Prime Buchholz Reaches Key Milestone In Serving Institutional Investors

Independent Investment Consultant Recognizes Clients, Refreshes Image

Portsmouth, NH, October 27, 2008 – Prime, Buchholz & Associates, Inc.—one of the nation’s leading, completely independent investment consulting firms—celebrates its 20th anniversary today. The firm recognizes the significant role clients have played in reaching this milestone. “Our success is defined and measured by the consistent achievement of our clients’ investment objectives,” stated William F. McCarron, president of Prime Buchholz. “We have built our firm on the many long-term client partnerships that have developed and grown through the years,” he continued.

Prime Buchholz was established in Portsmouth, NH on October 27, 1988 by Jon L. Prime and James R. Buchholz—two former college and university chief financial officers. Both principals remain active in the firm, which has grown considerably from its three employees and handful of clients in 1988. Today, Prime Buchholz employs over 100 investment professionals and support staff, advises more than 250 client organizations, and has additional offices in Boston and Atlanta.

To commemorate its 20th anniversary and business growth, Prime Buchholz has refreshed its external image. The firm’s new corporate mark and client materials reflect Prime Buchholz’s traditional heritage and contemporary outlook, and reinforce its commitment to putting clients’ needs first.

About Prime Buchholz. Prime, Buchholz & Associates, Inc. was founded in 1988 and has grown to become a leading, completely independent investment consulting firm with more than \$30 billion in assets under advisement. Headquartered in Portsmouth, NH—with offices in Boston and Atlanta—Prime Buchholz was one of the first investment consulting firms to develop in-depth expertise in alternative investments such as hedge funds, private equity, and real assets. The firm works closely with clients to create, implement, and monitor investment policies and asset allocation strategies to meet their unique investment goals. Clients include educational endowments, private and public foundations, cultural and religious organizations, health care and insurance organizations, corporate and public pension plans, nuclear decommissioning trusts, and high net worth families. Prime Buchholz is employee-owned, and clients can expect personal service from a deeply experienced team that puts client needs first.

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