FOR IMMEDIATE RELEASE

INVESTMENT RESEARCH TEAM KEEPS GROWING AT MONTICELLO ASSOCIATES

Consultant's Hedge Fund Capabilities Get a Boost with Latest Hire

DENVER – April 3, 2014 – Monticello Associates, Inc, one of the country's leading asset management consultants, today announced that John U. Lawrence, CFA, has joined the firm as a Senior Investment Analyst.

Located in the firm's Denver office, Mr. Lawrence's primary responsibilities will include managing client relationships and performing manager search and due diligence functions.

Mr. Lawrence, who recently earned his MBA from the MIT Sloan School of Management in Cambridge, brings nearly 10 years' investment experience to his role at Monticello. Prior to his graduate work, Mr. Lawrence served as a Senior Analyst for Maverick Capital in New York, where he evaluated and recommended third-party hedge fund managers. Previously, he worked with Bear Stearns Asset Management in New York and Northern Trust Global Advisors in Connecticut. In addition to his MBA, Mr. Lawrence has earned a B.S. degree in Economics and Psychology from Trinity College in Hartford and is a CFA charterholder.

"John's a proven investment professional, and his experience evaluating hedge funds and alternative investments will benefit the Monticello team in an important way," said B. Grady Durham, founder of Monticello Associates. "I expect him to have an immediate impact on our client investment programs."

Denver-based Monticello, with its heavy emphasis on research-based advice, has built an impressive team of senior investment consultants with deep experience in directly evaluating investment managers. Serving a wide variety of clients, including tax-exempt institutions, endowments, foundations, high net-worth individuals, trusts, pension plans, and retirement plans, the firm has become one of the premier consulting firms in the country.

About Monticello Associates

Monticello Associates is an independent, fee-only asset management consulting firm based on historical Larimer Street in Denver with an additional office in Cleveland. Founded in 1992, the firm assists endowments, foundations, and family offices in the areas of asset allocation, investment policy development, investment manager search and selection, and performance measurement. As of December 31, 2013, the firm provided investment-consulting services to 157 client relationships representing approximately $69 billion of assets under advisement.

Contact:

Karen S. Gilomen
Monticello Associates
kgilomen@monticelloassociates.com

Laura Parsons
303-887-2911
lparsons@parsonscommunications.com

###