



Financial Research Corporation
One Faneuil Hall, 3rd Floor
Boston, MA 02109
617-963-8967
www.frcnet.com

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Press Inquiries:

Jill Totenberg
The Totenberg Group
212-994-7363
917-697-6900 cell
jt@totenberggroup.com

Financial Research Corporation Announces Two Key Appointments

Boston, MA, January 19, 2010 – Financial Research Corporation (FRC), an asset management research and consulting firm, announced that Larry Petrone has been named Director of Research and Analysis and Stoddard K. Rowley has been named Senior Vice President, Sales. The appointments were announced today by Bruce Fador, Chief Executive Officer.

In making the announcement Fador said, “Larry has superior research abilities, having led the investment management research function among a broad range of leading financial institutions. Stoddard has a superior reputation for his ability to understand client needs to build sales.”

As Vice President, Director of Research, Petrone manages the thought leadership around investment products, including the seven areas in which FRC is focused: Mutual Funds, Separately Managed Accounts, Variable Annuities, Alternative Products, Sub-Advised, Retirement Plans, and the 529 Market. He previously held the role of Director of Investment Research at FRC.

Prior to joining FRC, Petrone was a Senior Equity Analyst at WR Hambrecht & Co. He previously held senior positions at The Street.com Ratings; America’s Growth Capital; Walden Brook Capital Partners, LLC; and Fidelity Investments.

A graduate of Gordon College, he also holds a Masters of Education degree from Boston College. , Petrone is also a Chartered Financial Analyst. He and his family live in Medfield, Massachusetts.

Prior to joining FRC, Stoddard Rowley was Vice President of Sales at Blue Frog Solutions, a financial software firm. His previous positions included Vice President of Sales at New River Incorporated, and Senior Vice President of Sales at Thomson Financial, First Call.

Rowley received his Bachelor of Arts in Management from Hartwick College and has focused on rebuilding sales teams. He and his family live in Hingham, Massachusetts.

FRC was acquired from Citibank in November of 2008 by Mercatus, a boutique consulting and investing firm specializing in retail financial services. Mercatus partner Teresa Epperson commented, "We expect that both FRC and Mercatus clients will benefit from providing insights gained through the research conducted by both firms."

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About FRC

FRC analyzes and distributes reports on hot-button issues of the industry in seven product areas key to their success. These include: Mutual Funds, Separately Managed Accounts, Variable Annuities, Alternative Products, Sub-Advised, Retirement Plans and the 529 Market. FRC serves its more than 200 clients by providing insightful research and consulting services designed to assist marketing, product development and strategic planning professionals in the creation of innovative products and services. It will also host and participate in numerous industry conferences including the industry-leading FRC Annual MarkeTrends Conference.

About Mercatus, LLC

Mercatus LLC is a boutique consulting and investing firm focused on the retail financial services space with strong expertise in the retirement services industry. We work with industry executives and private equity investors to make investment and business growth decisions. Mercatus, along with our subsidiary FRC (Financial Research Corporation), is deeply steeped in the trends and issues impacting the retirement industry. Mercatus is dedicated to delivering the insights, innovative thinking, and information required to equip our clients for success in today's turbulent marketplace.