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**HIGHTOWER EXPANDS HOST PORTAL  
WITH INDUSTRY'S FIRST iPhone/iPad APPLICATION FOR ADVISORS**

**CHICAGO, IL – May 4, 2010** - HighTower, the first open-source, advisor-owned financial services company, announced today the beta launch of its HOST (HighTower Open Source Technology) iPhone and iPad application for advisors. The application expands HOST by enabling advisors to leverage HighTower's multi-clearing and multi-custodial capabilities using multiple technology platforms.

"HighTower's commitment to creating a more open architecture, through our Open Source model, extends to supporting the various IT platforms available to advisors, from Microsoft to Apple, and from the notebook and netbook to the iPhone and iPad," said Matt Camden, HighTower's Chief Technology Officer. "We're very excited to be the only major financial services firm in the country with an iPhone and iPad application platform."

HOST enables advisors to navigate HighTower's Open Source Technology via a single online portal. Advisors can rapidly review and compare HighTower's multiple custodians, investment products, trading capabilities, research capabilities, technology and tools, and financial support services. The HOST portal also enables full navigational functionality via advisors' iPhone, iPad, BlackBerry or Droid smart phones. Advisors gain access via a HOST icon on the iPhone or iPad home screen. The application also features Google search and a "Send to a Friend" option for sharing information from HOST to colleagues and clients.

"Creative innovation is at the core of HighTower's business model, and it is this embrace of transformative ideas and technology that makes HighTower a truly 21<sup>st</sup> century financial services firm," said Steve Hayden, a Director of HighTower and Vice Chairman and Chief Creative Officer of Ogilvy & Mather Worldwide. "By providing access to HOST via the Apple iPhone and iPad, HighTower is taking another step toward shaping the future of wealth management."

More information about Open Source is available at [www.hightoweradvisors.com/the-difference/open-source](http://www.hightoweradvisors.com/the-difference/open-source). To access HOST, please contact [information@hightoweradvisors.com](mailto:information@hightoweradvisors.com)

HighTower has also expanded its Web presence with a Corporate and Institutional Services section on [www.hightoweradvisors.com](http://www.hightoweradvisors.com). Asset management for corporations and not-for-profit institutions is a rapidly growing core service at HighTower, complementing the suite of wealth management services offered to HighTower's high-net worth clients. More information about Corporate and Institutional Services is available at [www.hightoweradvisors.com/the-difference/corporate-and-institutional-services](http://www.hightoweradvisors.com/the-difference/corporate-and-institutional-services).



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### **About HighTower**

HighTower is the first open-source, advisor-owned financial services company, focused on the needs of wealthy families. HighTower advisors are experienced investment professionals with large, established practices serving high net worth clients. As a dually-registered, multi-custodial firm, HighTower provides sophisticated investment solutions as well as an independent and unobstructed view of the markets. The company is headquartered in Chicago and maintains corporate centers in New York and San Francisco and offices around the country. See [www.hightoweradvisors.com](http://www.hightoweradvisors.com).

Securities offered through HighTower Securities, LLC, Member FINRA/SIPC/MSRB. HighTower Advisors, LLC is registered with the SEC as an investment adviser.

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