



FOR IMMEDIATE RELEASE

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JANUARY 2011: MBO CLEARY ADVISORS INC. ADOPTS CLEARY GULL NAME

MBO Cleary Advisors Inc. has changed its name to Cleary Gull Advisors Inc. Nearly seven years after MBO Advisors merged with Cleary Gull Holdings Inc., the firms took another step toward unifying their public image by using the same name. Cleary Gull Advisors Inc. will remain a separately registered institutional investment advisor and continue to be wholly-owned by Cleary Gull Holdings. Together with Cleary Gull Inc., an affiliated company that offers wealth management and investment banking services, the firms will be represented by a single brand and trade name – Cleary Gull.

Numerous initiatives over the years brought the strategies, practices and personnel of the firms closer together with a shared focus on continually improving their services to clients. While the MBO Cleary Advisors name is changing, its team, high-quality services and commitment to clients remain unchanged. “The sharing of investment ideas and research across the firms has long been our practice. Sharing a common name better reflects this collaboration and the broad capabilities we offer clients,” said Michael J. Cleary, Chairman and CEO of Cleary Gull.

Clients and key professional contacts were notified of the change in December, 2010, and efforts to rebrand the firm are underway. “While internally we have been functioning as a single organization leveraging expertise from across the company, the public was not likely aware of this. Adopting the Cleary Gull name reinforces this collaboration and raises awareness of the companies' strengths,”

said Stephanie A. Chedid, President of newly named Cleary Gull Advisors Inc. “We believe this change helps set the stage for other focused strategies to help take the firm to the next level,” said John Peterson, Managing Director of the firm’s investment banking team.

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Cleary Gull Advisors Inc. is an independent investment advisor registered with the U.S. Securities and Exchange Commission. The organization’s professionals provide specialized investment advisory and investment consulting solutions to address the complex needs of not-for-profit hospitals and senior living providers, public and private foundations and endowments, and retirement plan sponsors.

Cleary Gull Advisors Inc. and Cleary Gull Inc. (www.clearygull.com) are wholly-owned subsidiaries of Cleary Gull Holdings Inc., an employee-owned firm headquartered in Milwaukee, Wisconsin. Together the firms provide wealth management, institutional advisory and investment banking services to affluent families and individuals, institutional investors and middle-market companies throughout the nation representing over \$4.8 billion of assets under advisement as of December 31, 2010.

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