



## ***NEWS RELEASE***

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### **Moneta Group Ranked 3rd Largest Financial Planning Firm in U.S. by *Investment News* *Firm tops \$6.5 Billion in Assets Under Management***

St. Louis—Nov. 11, 2009—With more than \$6.5 billion in assets under management, Clayton-based Moneta Group, a premier provider of life-long financial advice to successful families, has earned the number three spot on *Investment News* Magazine's ranking of the 50 Largest Financial Planning Firms in the country.

"As Family CFOs, we are first and foremost our clients' advocate," says Moneta Group CEO Gene Diederich. "We are committed to advising our clients on how to best manage, grow and protect their family's assets. We believe that our dedication to our clients and our commitment to our core values is squarely reflected by our ranking in *Investment News*."

*Investment News'* report ranked Registered Investment Advisors (RIAs) based on total assets under management as defined by the SEC as of September 30, 2009. The criteria for the largest financial planning firms included: greater than 50% of their business must serve the retail marketplace, they must provide financial planning services, they must not be doing business as a broker/dealer or a bank, and a dominant portion of their business must not be invested in proprietary products or

managing proprietary products.

For more information, visit [www.monetagroup.com](http://www.monetagroup.com)

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**About Moneta Group**

Headquartered in St. Louis, Missouri, [Moneta Group](http://www.monetagroup.com) provides “[Family CFO](#)” services to a select group of successful families. Founded in 1905, the firm’s primary role is serving as their clients’ advocate - while helping them negotiate the many complexities encountered in managing their financial affairs. Advice is provided across a broad range of topics including investment management, retirement planning, estate planning, risk management, business succession planning, income tax planning, employee compensation planning and education funding. As the Family CFO, Moneta allows their clients the opportunity to continue doing what they do best: building wealth, pursuing hopes, and living the life of their dreams. For more information on Moneta Group, visit [www.monetagroup.com](http://www.monetagroup.com).