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FOR IMMEDIATE RELEASE

Lorelei Tolson Joins Oxford Financial Group, Ltd.

Indianapolis, IN—July 9, 2007— Oxford Financial Group, Ltd. announced today that Ms. Lorelei Tolson has joined their Indianapolis office as Director and Client Service Advisor for the privately held wealth management firm.

Most recently, Ms. Tolson served as Senior Manager in the Tax Department of Ernst & Young, LLP's Personal Financial Services Group. In this role, she managed a profitable book-of-business consisting of high and ultra high net worth individuals and families.

Additionally, Ms. Tolson's extensive experience managing highly technical and complex personal financial tax issues enabled her to assume a number of leadership roles during her 14 year tenure at Ernst & Young including serving as market leader for Ernst & Young's Indianapolis PFS group, National Technical Leader for Gift, Estate and Generation Skipping Transfer Tax; National PFS Quality and Risk Management Advisory Team Member; and National Estate and Business Succession Planning Committee Member. Ms. Tolson's expertise has also resulted in numerous requests for speaking, teaching and editorial engagments.

"It goes without saying that we are extremely pleased that Lorelei has chosen to join Oxford," said Jeffrey H. Thomasson, Oxford's CEO and Managing Director. "Lorelei's exceptional track record of client service coupled with her proven technical expertise in the wealth advisory field is an outstanding combination that will only enhance our ongoing tradition of having the highest quality advisors to meet the needs of our clients here at Oxford," added Thomasson.

Ms. Tolson earned her B.S. in Accounting from Butler University where she graduated Cum Laude with high honors. Ms. Tolson also holds the following licenses/designations: Certified Financial Planner (CFP), Certified Investment Management Analyst (CIMA), Certified Public Accountant (CPA), Personal Financial Specialist (PFS), and Series 65.

About Oxford Financial Group
Oxford Financial Group, Ltd. is an independent, fee-only multifamily office that has provided families and institutions generational estate planning advice and forward thinking investment strategies for over 25 years. Oxford is the premier multifamily office in the Midwest and one of the largest

Registered Investment Advisor (RIA) firms in the country with oversight on more than $14 billion in assets for our approximately 600 client relationships. Oxford also provides Trust services to its clients through The Trust Company of Oxford, one of the largest trust companies in the Midwest.

Oxford has special expertise in the alternative investment space with emphasis on hedge fund and private equity investments. Oxford's alternative investment strategies provide clients unique access to individual private placement opportunities and options when building highly diversified portfolios.

Oxford's Multifamily Office brings clarity to its clients' financial affairs by providing in-depth analysis and review of investment and estate planning needs, cash flow and investments. Oxford provides personalized, customized planning, as its services are driven by each individual family's needs, desires and circumstances.

Headquartered in Indianapolis, Indiana, Oxford Financial Group, Ltd. specializes in serving clients with portfolios greater than $2 million and a net worth above $5 million.

Oxford serves clients in 26 states and its territorial regions of Indiana, Illinois, Michigan, Minnesota, Ohio, Kentucky, Tennessee, Missouri, Arizona, Texas and Florida.

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