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FOR IMMEDIATE RELEASE

Oxford Financial #1 Registered Investment Advisor in Nation
Indianapolis-based firm receives top ranking in Top 100 List

INDIANAPOLIS, Ind.—July 31, 2007 – Oxford Financial Group, Ltd. has been ranked #1 out of the Top 100 Registered Investment Advisor (RIA) firms in the nation by Registered Rep magazine.

This national ranking, based on overall firm assets under management for firms that met “retail firm” criteria, included the requirement that high-net-worth clients make up at least 50 percent of a firm’s client base.

In addition to the firm’s ranking within the publication, *Registered Rep* magazine interviewed Oxford’s founder and CEO, Jeffrey Thomasson, and Mark Green, the firm’s Chief Investment Officer, for a profile featured in the magazine’s most recent issue.

“This ranking is quite an honor and reflects the efforts of everyone here at Oxford. But more importantly, it reflects the depth of our experience and the trust that we’ve developed with our clients over the past 25 years,” said Thomasson.

Other companies in the survey included Lydian Wealth Management Company, LLC, TAG Associates, LLC, and Plante & Moran Financial Advisors.

The Registered Investment Advisor survey was conducted for Registered Rep. By Moss Adams LLP, the 12 largest accounting firm in the U.S.

A complete ranking of the Top 100 Registered Investment Advisors from Registered Rep’s recent issue is available online at <http://www.registeredrep-digital.com/registeredrep/sample>.

About Oxford Financial Group

Oxford Financial Group, Ltd. is an independent, fee-only multifamily office that has provided

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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'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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