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FOR IMMEDIATE RELEASE

Rick Davis, Formerly of Davis Homes, Joins Oxford

Indianapolis, IN—May 15, 2007—Oxford Financial Group, Ltd., a privately held wealth management firm, announced today that Rick Davis, formerly a co-owner of Davis Homes, will join Oxford Financial Group as a Managing Director for the Indianapolis-based company.

“We are extremely pleased to welcome Rick to Oxford,” said Jeffrey H. Thomasson, Oxford’s CEO and Managing Director. “Rick’s extensive background in law and his leadership experience working within a highly successful family business are just the tip of the iceberg in terms of what he brings to our practice,” said Thomasson.

Oxford Financial Group, a nationally ranked player in the high net worth financial planning arena, works with approximately 500 families throughout the Midwest in coordinating their sophisticated family investment planning needs.

In his role as Managing Director, Davis will provide personalized and in-depth analysis of estate and investment plans for Oxford’s Multifamily Office.

“It is undeniable that Rick’s personal experience with the dynamics of generational family business will be a fantastic asset for all of the family companies and corporate executives he will be advising in his role at Oxford,” added Thomasson.

Prior to his tenure at Davis Homes, Davis practiced law for nearly a decade at Sullivan & Cromwell in New York City. Davis returned to Indianapolis in 1990 to join a three-generation family business in the day-to-day operations of Davis Homes. Most recently, Davis’ areas of responsibility included strategic planning, finance, and primary oversight of legal, tax, accounting, governance and insurance issues for the company. Davis sold his interest in the business to one of his brothers effective at the end of 2006.

“I couldn’t be happier to be joining Oxford Financial Group,” said Davis. “I’ve known Jeff Thomasson and Oxford for many years and I have a sincere appreciation for the value that Oxford delivers to its clients. It’s a perfect fit both with my personal background and experience and also my professional goals for the future. I’m excited and ready to get started.”

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About Oxford Financial Group

Oxford Financial Group, Ltd. has been providing quality and completely open architecture, fee-only financial advice to significant families and institutions throughout the Midwest and beyond for more than 25 years. 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 presently advises on more than \$14 billion in assets and specializes in serving clients whose portfolios are greater than \$2 million and with a net worth above \$5 million.

Note to Editors:

Mr. Davis holds a Bachelor of Science degree in Finance from Indiana University (1981) and a Juris Doctor from the University of Michigan Law School (1984).

Davis' past experience also includes the following community involvement:

Chairman of the Better Business Bureau of Central Indiana (2002)
Board of Directors and National Lay Review Committee, Juvenile Diabetes Research Foundation
Central Region Chair and Past Indiana Chapter Chair, Young Presidents Organization (YPO)
Vice Chairman of the Board of Directors, AAA Hoosier Motor Club
President of Builders Association of Greater Indianapolis (2001)

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