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FOR IMMEDIATE RELEASE

Oxford Hires Robert W. Hauswirth to Launch Chicago Office

Indianapolis, IN—October 3, 2007 Oxford Financial Group, Ltd., a privately held wealth management firm, announced today the establishment of a Chicago office and the hiring of Robert W. Hauswirth who will serve as that office's Director. As Director of Oxford's Chicago location, Mr. Hauswirth will develop business and advise high and ultra-high net worth clients in the Chicago market.

"Oxford has had an ongoing client presence in and around the Chicago area for many years now. The establishment of our Chicago office and the hiring of Rob is part of our larger commitment to enhance our firm's ongoing value to our clients and fellow advisors," said Jeffrey H. Thomasson, Oxford's CEO and Managing Director. "By the same token, we are pleased that our new office in the John Hancock Center on Michigan Avenue will provide families, individuals and institutions a new avenue to learn more about Oxford -- our personalized services, our objective advice, and the exclusive wealth enhancement solutions we offer our clients," added Thomasson.

Mr. Hauswirth brings extensive experience and depth to Oxford. With more than twelve years of experience in the wealth management industry, Mr. Hauswirth has served as an Experienced Manager in Arthur Andersen LLP's Private Client Services Group in Milwaukee and in a senior position as Advisor at Gresham Partners, LLC in Chicago. In these roles, Mr. Hauswirth established, built, and managed relationships with clients and fellow professional advisors integral in serving his clients. Mr. Hauswirth's client relationships include high and ultra-high net worth individuals and families around the U.S. including corporate executives, business owners, family members of inherited wealth, and professional investors. Mr. Hauswirth's experience includes personal financial planning, business advisory, family office services and focused advice in the areas of investments, estate and income tax planning, philanthropy, retirement and cash flow planning, executive compensation and benefits planning, insurance review and family governance and education.

"I am excited at the opportunity to be part of the Oxford family that has been a role model in developing long-term client relationships, protecting family legacies and providing objective and innovative advice in the wealth management industry for over 25 years. Oxford has talented and passionate people of high integrity with an unwavering commitment to provide enduring value to clients and fellow advisors. It is with this commitment that I look forward to developing the Chicago office with our Chicago team."

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Mr. Hauswirth earned his B.S. in Mathematics from the University of Wisconsin-Eau Claire and B.B.A. in Accounting from the University of Wisconsin-Milwaukee where he graduated Summa Cum Laude with high honors. Mr. Hauswirth also earned his MBA in Entrepreneurship, Finance, and Marketing from Northwestern University's Kellogg School of Management. Mr. Hauswirth is a Certified Public Accountant (CPA) and holds the Personal Financial Specialist (PFS) designation and is also a CERTIFIED FINANCIAL PLANNER™ (CFP®) professional. Rob has previously held the Series 65 license. Mr. Hauswirth is a member of the Chartered Financial Analyst (CFA) Institute, the Chicago CFA Society, the American Institute of Certified Public Accountants (AICPA), the Illinois Certified Public Accountant Society (ILCPA), the Financial Planning Association (FPA), the Financial Planning Association of Illinois, the Beta Alpha Psi Accounting Society, and the Phi Kappa Phi National Honor Society.

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 Advisors (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 client's 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 33 states and territorial regions of Indiana, Illinois, Michigan, Minnesota, Ohio, Kentucky, Tennessee, Missouri, Arizona, Texas and Florida.

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