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Moran Named in Barron's Top 100 Financial Advisors

NAPLES, Fla. (May 5, 2010) – Thomas Moran, Managing Director-Investments and founding member of The Moran Asset Management Group of Wells Fargo Advisors, has been named to *Barron's* seventh annual list of America's top 100 financial advisors. An interview with Moran, who is ranked number 49, is featured in the April 19 issue of the publication.

Moran's top 100 honor follows his previous recognition by *Barron's* in its "America's Top 1,000 Advisors in the United States," a state-by-state ranking of which Moran was selected as the number one advisor in Southwest Florida in both 2009 and 2010.

The top 100 advisors ranking reflects the volume of assets overseen by the advisors and their teams, revenues generated for the firms and the quality of the advisors' practices.

"With over 300,000 financial advisors throughout the United States, ranking in the top 100 is an enormous honor," says Moran.

Moran is a 29-year veteran of the securities industry and has received local, national and industry recognition for his ability as a financial advisor. He is a Senior PIM Portfolio Manager – the firm's highest level designation for an advisor, and is well known throughout the firm as one of the top fee-based financial advisors. A frequent speaker at investment symposiums, he was recognized for his wealth of knowledge and ability to adapt in a downturn economy by *Research Magazine*, naming him one of Florida's top advisors in January 2008. He was also named *Research Magazine's* 2008 Winner's Circle in September 2008.

Moran is a Phi Beta Kappa graduate of the University of Colorado. A strong supporter of the Southwest Florida community, he serves on the Corporate Advisory Board of the United Arts Council and on the Board of Directors of Opera Naples, Southwest Florida's only regional opera company. In addition, he is a member of the board for Youth Haven and the Scholarship Committee for the Culinary and Hospitality Education Foundation.

About Moran:

The Moran Asset Management Group is a money management practice.* The group is responsible for managing in excess of \$2 billion in client assets and has served the Naples Community for 29 years. The Group utilizes 15 distinct investment portfolios and has been acknowledged by Nelson's World Best Money Managers as the number one manager in their discipline on three separate occasions. In 2009, Moran's Conservative Growth Equity Portfolio was ranked number two in its investment category.

Under the direction of founder Thomas Moran, the team of financial advisors has helped clients meet their investment goals, build wealth, and preserve capital with sound financial strategies.

The offices of The Moran Asset Management Group are located at 5801 Pelican Bay Boulevard, Suite 200 in Naples. For more information about The Moran Asset Management Group, call (239) 254-2200 or visit www.MoranGroup.wfadv.com.

**Fees for the PIM program include Advisory services, performance measurement, transaction costs, custody services and trading. The fees do not cover charges and expenses of any mutual funds that may be purchased within the program and customary brokerage charges apply to non-program assets. Fees are based on the assets in the account and are assessed quarterly. There is a minimum fee of \$250 per calendar quarter to maintain this type of account. Advisory accounts are not designed for excessively traded or inactive accounts and may not be suitable for all investors. During periods of lower trading activity, your costs might be lower if our compensation was based on commissions. Please carefully review the Wells Fargo Advisors advisory disclosure document for a full description of our services, including fees and expenses. The minimum account size for this program is \$50,000.*

Barron's Top 100 Advisors: Rankings based on assets under management, quality of the advisors' practices and revenue the advisors generate for their firms. Investment performance is not an explicit criterion because many advisors do not have audited results. **Barron's Top 1000 Advisors (2009):** State-by-state ranking. 3000 filtered nominations from more than 100 investment, insurance, banking and other related independent financial service firms. Factors: Assets under management, revenues, quality of the advisors' practices and other factors; institutional assets given less weight; portfolio performance excluded. **Barron's Top 1000 Advisors (2010):** Ranking based on data provided by over 4000 of the nation's most productive advisors. Factors considered: Assets under management, revenues, regulatory record, quality of practice and philanthropic work. Institutional assets were given less weight; portfolio performance not explicit component.

Candidates who pass Research Magazine's vigorous screens have served a minimum of 15 years in the industry, have acquired substantial assets under management, demonstrate superior client service and have earned recognition from their peers and the broader community for the honor they reflect on their profession.

Nelson's World Best Money Managers: Performance calculated "net" of all fees and brokerage commissions, inclusive of cash and in U.S. dollars. Results calculated on a minimum asset base of at least \$10 million for "traditional" U.S. asset classes (equity, fixed income, balanced accounts) and \$1 million for all international and for "alternative" U.S. asset classes. Only categories/time period combinations for which there are at least 21 contenders are published.

With over \$1 trillion in client assets as of March 31, 2010, Wells Fargo's brokerage businesses comprise more than 15,100 full-service financial advisors and 6,300 licensed financial specialists. This vast network of advisors, one of the nation's largest, serves clients through offices in all 50 states, the District of Columbia, and in Latin America. Wells Fargo Advisors is the trade name used by two separate registered broker-dealers and non-bank affiliates of Wells Fargo & Company: Wells Fargo Advisors, LLC, Wells Fargo Advisors Financial Network, LLC, (members SIPC). Statistics include other broker-dealers of Wells Fargo & Company. www.wellsfargoadvisors.com.

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