

Press Release

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SKADVISORS CHOOSES SCHWAB INSTITUTIONAL

Titusville, FL, January 6, 2005 - SKadvisors, LLC, an independent investment advisory firm, announced today that it has chosen Schwab Institutional as its investment custodian and brokerage clearing firm.

Schwab Institutional (SI) is a leading provider of custodial, operational and trading services to one of the fastest-growing segments of the financial services industry — independent fee-based investment advisors. SI offers SKadvisors access to a wide range of equity, mutual fund, initial public offering and fixed income products. SKadvisors can also select from a number of separately managed accounts (a managed account is a portfolio of individual securities managed on a discretionary basis by an institutional-caliber money manager. Typically, the money manager will specialize in specific investment styles such as large-cap growth, small-cap value or short/intermediate fixed income).

SI offers cutting edge technology for investment research and trading, and enables SKadvisors to offer top-of-the-line products at institutional level pricing to our clients.

“With Schwab Institutional, SKadvisors can compete with any investment advisor and offer advice and planning not provided by licensed brokers and dealers,” said J. Roger Shealy, Partner and Chief Economist, SKadvisors, LLC.

Schwab Institutional is a division of Charles Schwab & Co., Inc. ("Schwab") and provides back office and other services to independent investment advisors.

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