

FOR IMMEDIATE RELEASE

Peter Han Admitted to the Paladin Registry

Sacramento, CA (8/12/2005) Paladin announced that Peter Han has been admitted to the Registry and he has been awarded Paladin's Five Star quality designation. Admittance to the Registry is limited and currently comprises less than 1 percent of the 665,000 U.S. financial advisors. Selection is based on an advisor's competency, integrity, and experience. The Paladin Registry provides free public services to investors who use the services of financial planners and advisors. Since its inception, more than 250,000 investors have used the Registry to learn how to avoid bad financial advice, to learn how to select high quality advisors, to find competent, trustworthy professionals, to rate current advisors, and to review advisor documentation for credentials, ethics, and business practices.

Jack Waymire, Paladin founder and author of the highly regarded book *Who's Watching Your Money? The 17 Paladin Principles for Selecting a Financial Advisor*, said, "The Registry solves the quality problem by having the highest minimum standards in the financial services industry. Planners and advisors must complete a comprehensive questionnaire and score in the top tier of their profession to be admitted to the Registry. In addition, they must be Registered Investment Advisors (RIAs) or Investment Advisor Representatives (IARs), acknowledge their fiduciary status, provide independent advice, and work for fees." He continues that "The Registry solves several problems for these types of investors. It's not enough to find someone you hope is an expert. You have to ask the right questions and know good answers from bad ones to make sure advisors are every bit as knowledgeable and trustworthy as they say they are. Even more important, it's not what the advisors say that counts. It's what they are willing to document in writing and make public."

Waymire confirmed that only a small percentage of practicing planners and advisors can meet the Registry's strict requirements. He said "We focus on the top 10% of professionals who are paid to help investors achieve their financial goals. We exclude the bottom 90% who are frequently paid commissions to sell investment and insurance products. Anyone who isn't paid to help investors achieve their financial goals is a potential risk."

"Paladin's high minimum standards are designed to limit who can be admitted into the Registry," says Waymire. Comprehensive, independent research reduces the number of advisors even further. Substantially less than 10 percent of the advisors who applied for consideration by Paladin professionals have made it into the Registry. The result is a web-based service that is the first to provide:

- High admittance standards that protect investors from weak advisors
- A CIR rating for each advisor (CIR is Competence/Integrity/Risk)
- Independent, comprehensive research by an objective third party
- A 100 percent rule for competency, integrity, licensing, and compensation
- Compliance checks for all advisors
- Full disclosure for potential conflicts of interest
- Advisor agreements that put investor interests first

About Paladin Registry, LLC

Paladin is an information services company and not a financial services company. The Registry provides free public services to investors who use the services of financial planners and advisors. The four primary services are investor education, advisor search, advisor ratings, and advisor documentation. Visit Paladin's website www.paladinregistry.com to view Peter Han's profile, or for additional information.