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CONTACT: Mark J. Munoz
Dowling & Yahnke, LLC
12340 El Camino Real, Suite 450
San Diego, California 92130
Mark.Munoz@dywealth.com (858) 509-9500

DOWLING & YAHNKE FEATURED IN INDUSTRY CAMPAIGN

San Diego, CA – October 31, 2011: Dale Yahnke, one of the founding partners of the investment advisory firm Dowling & Yahnke, is being featured in a public awareness campaign regarding the Registered Investment Advisors (RIA) industry. The multimedia campaign, entitled “RIA Stands for You,” was created and funded by Charles Schwab & Co., Inc. (Schwab). The campaign’s focus is to clarify and distinguish the role of registered investment advisors within the financial services industry.

“This is a movement to educate the public about the fiduciary responsibility required of Registered Investment Advisors,” said Dale Yahnke. “In its most basic form, the fiduciary standard means the advisor is required to put the client’s interests first. Putting the client’s interests first, including ahead of the advisor’s interests, results in the best possible outcome for the client. This is in contrast to other advisors’ approach, which is focused on selling commission-based investment products. For Dowling & Yahnke, ‘client first’ has been our mantra since our inception 20 years ago. Everything we do is driven by that standard.”

The RIA Stands for You campaign (www.riastandsforyou.com) provides investors with tools to better understand the unique value provided by the RIA approach. The campaign highlights the RIA fiduciary standard and benefits, such as providing advice based upon what is best for the client, independence of the advice, and transparency of fees.

“We believe so strongly in the RIA industry that we felt it was imperative Schwab increase awareness among individual investors,” according to Bernie Clark, executive vice president and head of Schwab’s Advisor Services business. “Dale and his firm were one of the RIA pioneers that started working with Schwab 20 years ago. His voice, in addition to others’ in the campaign, brings to life the RIA difference that we all want investors with complex financial needs to understand.”

About Dowling & Yahnke, LLC

Since 1991, Dowling & Yahnke has provided customized solutions in investment management, retirement planning, and charitable giving. As a fiduciary, fee-only advisor, Dowling & Yahnke places its clients’ interests first, giving them peace of mind in a complex financial world.

Dowling & Yahnke is one of the largest independent, wealth management firms in San Diego and is ranked as one of the 50 largest independent Registered Investment Advisors nationally by *Investment News**. For the fifth consecutive year, Dowling & Yahnke is the only San Diego County firm with an advisor on the *Barron’s Top 100 Independent Advisors List*. For more information, visit dywealth.com.

*As reported by RIA Database for Registered Investment Advisory firms based on discretionary assets under management as defined by the Securities and Exchange Commission and reported as of March 31, 2011. Firms were included based upon the following criteria: greater than 50% of their business must serve the retail marketplace; they provide financial planning services, wealth management, or portfolio management for individuals; they do not conduct business as a broker/dealer; they do not charge commissions or employ brokers; and a dominant portion of their business must not be managing proprietary products.