

The Paladin Registry

PRESS RELEASE

FOR IMMEDIATE RELEASE

Paul C. Bennett, CFP® Has Been Admitted to the Paladin Registry

Sacramento, CA, August 16, 2005, Paladin announced that Paul C. Bennett, CFP® has been awarded a FiveStar rating and been admitted to the Paladin Registry.

The Registry is a web-based service, www.paladinregistry.com, that provides a search service for finding financial advisors and evaluating online documentation for their credentials, ethics, and business practices. These professionals rank in the top 10% of their profession and investors can use this free service to find, evaluate, and select advisors who have the knowledge and integrity to help them achieve their financial goals.

Jack Waymire, Paladin founder and author of *Who's Watching Your Money? The 17 Paladin Principles for Selecting a Financial Advisor* said the Registry solves three major problems for investors who rely on financial professionals. "First, quality advisors are hard to find because they do very little marketing – they don't have to. Second, most investors don't know good advisors from bad ones and all too often select the ones with the best personalities and sales skills. And third, they don't know good answers from bad ones which makes them vulnerable to advisors who will take advantage of them. The Registry solves all three problems. It lists quality advisors making them easy to find. Paladin focuses investor attention on competency and integrity instead of personalities and sales skills. And lastly, we provide standardized documentation and a relative rating for each advisor."

Waymire acknowledged that Paladin's admittance requirements are designed to exclude bad advisors. His company's independent evaluation of advisor credentials, ethics, and business practices reduces the number even further. The result is a directory of high quality professionals that's the first to provide ratings and documentation for competency, integrity, wealth management services, and business practices.

About Paladin Registry, LLC

Paladin is an information services company that provides free profiles, ratings, and education services over the Internet to investors who rely on investment advisors to achieve their financial goals. Paladin services help investors avoid bad advisors and select competent, trustworthy professionals who provide high quality wealth management services. Paladin does not benefit financially from investor decisions. Visit Paladin's website at www.paladinregistry.com for additional information.

About Paul C. Bennett, CFP®

Mr. Bennett has over seventeen years of financial planning experience. He specializes in providing objective, unbiased and creative solutions for families and businesses regarding their investment management and financial planning needs. A native Washingtonian, Mr. Bennett graduated from the University of Florida and began a career as a Financial Analyst and Corporate Loan Officer with Bank of America. Subsequently, he became a Financial Adviser and Managing Director with John Hancock Financial Services and MONY Securities Corporation, respectively. He founded Bennett Financial Corporation, which has evolved into Private Wealth Advisers, LLC, an independent registered investment advisory firm, in 1996.

Mr. Bennett is an elected member of the Washington D.C. Estate Planning Council, a member of the Financial Planning Association, the Society of Financial Services Professionals, the Great Falls Business and Professional Association and the National Association of Insurance and Financial Advisors. Mr. Bennett is a board Certified Financial Planner™ professional (CFP®) and a Chartered Financial Consultant (ChFC). He sits on the Planned Giving Advisory Committee for Capital Hospice and on the Development Committee for Inova Fairfax Hospital for Children.

He was recently recognized in Kiplinger's Personal Finance Magazine, the Journal of Accountancy and the American Bar Association Journal as ***Who's Who of Virginia Certified Financial Planner™ professionals***. He is quoted often in the press, has been featured on CNN Radio and has contributed to various publications such as Advisor Today, Dow Jones News, Financial Advisor Magazine, Financial Planning Magazine, Investment News, The Washington Business Journal and The Washington Times. Several times a year, Mr. Bennett hosts the "Safe Money Strategies" seminar series at various venues in Northern Virginia. The seminars focus on growing and protecting your wealth.

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