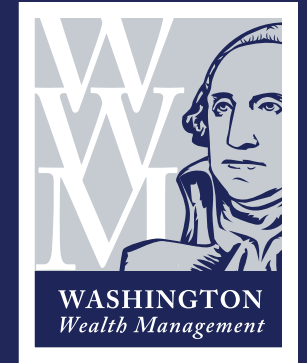


DIGITAL PRESS KIT



AT WASHINGTON WEALTH MANAGEMENT
INDIVIDUAL CLIENTS AND ADVISERS MATTER

WORDS WE LIVE BY

"The greater danger for most of us is not that our aim is too high and we miss, but that it is too low and we reach it."

—MICHELANGELO

MESSAGE FROM THE CEO



Tony Sirianni
Founder & CEO

At Washington Wealth Management, our mission is quite simple: Clients First. Advisers Second. Firm Last.

I think you will find we offer a very different approach to financial services: one that places the interests of our clients above all else

and believes that the relationship an individual financial adviser has with a client is paramount, regardless of account size. Everything in our firm is designed around how to fulfill this commitment, and in the process, provide the best wealth management services for the client today.

For advisers, we offer a tremendous opportunity to gain full ownership of your own business, as well as become an equity partner in the firm. Even more important is the opportunity to become part of an organization and culture that values the individual adviser and their clients, as well as encourages collaboration and idea sharing. So while their business becomes part of our individual branch network, they are not an island off on your own. Advisers become part of a firm with a common motivation in placing clients first, and a shared interest in the success and growth of the overall business. We're all in this together.

Our independent approach at Washington Wealth Management is extremely beneficial to the client as well. Our transparent approach and open-architecture platform ensures that the advisers' interests are aligned with the clients' needs, and as such, clients can be confident that the adviser is looking out for their best interests.

Sincerely,

Tony Sirianni

ABOUT WASHINGTON WEALTH MANAGEMENT

Headquartered in Middleburg, Virginia, Washington Wealth Management, LLC is an independent Registered Investment Adviser established in order to build a branch network of independent financial advisers. The firm offers advisers the opportunity to take ownership in their business, while also having access to the full compliment of products and services required to attract and service high-net-worth clients.

INDEPENDENT

Key to the success of Washington Wealth Management is remaining independent and free of conflicts of interests. As such, we've created an open-architecture platform that can provide a virtually unlimited array of financial vehicles depending on our clients' needs and interests. Currently, our offering includes brokerage and trading services from Mid Atlantic Capital Corporation (MACC). Accounts are carried by Fidelity Investments®. The flexibility in the Washington Wealth Management platform allows us to consider adding products and services as client needs change, or as new types of products and services emerge in the marketplace.

COMMITTED

Washington Wealth Management is the life's work of our Founders. We have created a firm that allows us to focus on doing what's best for the client first, our advisers second, and finally, what is best for the firm. Advisers not only own their own business, but also have the opportunity to earn a stake in the larger firm, so they have a long-term stake in the direction and value of our firm. We find this arrangement ensures that everyone's interests are focused on the long-term relationship with the client, and thus make decisions with a focus on preserving that relationship.

EXPERIENCED

Our Founders bring over 45 years of experience in financial services to Washington Wealth Management. This experience is spread across firms such as Morgan Stanley, Smith Barney, Merrill Lynch, Legg Mason and others in a variety of roles, including: sales, executive management, compliance, brokerage operations and training.



In the News

| | |
|--|----------------------------|
| August 12, 2011..... | RIABiz.com |
| Revenge of the branch managers! Washington Wealth is rapidly putting ex-wirehouse workers in play nationwide | |
| August 2, 2011 | FUNDfire |
| Indie Firm Hires Four Wirehouse Branch Vets | |
| July 31, 2011 | Washington Post |
| Capital Buzz: Wealth of Talent | |
| June 26, 2011 | Washington Post |
| Capital Buzz: Middleburg money manager seeking recruits | |
| May 31, 2011 | Advisors4Advisors |
| Washington Wealth Aggressively Hunting Disgruntled Branch Managers | |
| May 27, 2011 | Reuters |
| Rx for new RIA: Hire branch managers | |
| May 23, 2011 | Investment News |
| Startup Washington Wealth Management snags MSSB big John Simmons | |
| May 23, 2011 | FundFire |
| Morgan-Smith Barney Director Head to New Indie Platform | |
| April 12, 2011 | OnWallStreet.com |
| Washington Wealth Hires Scott & Stringfellow Vet to Expand Richmond Office | |
| April 11, 2011 | RIABiz.com |
| Former MSSB exec powers up Washington Wealth Management | |
| March 25, 2011 | Financial Advisor Magazine |
| Washington Wealth Management Opens Second Office | |
| March 25, 2011 | FundFire |
| New Indie Advisor Platform Adds Second Office | |
| March 24, 2011 | Wealth Briefing |
| New Virginia Wealth Firm Sees Fast Expansion | |
| March 23, 2011 | onwallstreet.com |
| Washington Wealth Adds \$1M Producer From Scott & Stringfellow | |

WASHINGTON WEALTH MANAGEMENT

PRESS RELEASES

AUGUST 3, 2011

Washington Wealth Management Caps Off Big Week: Establishes Strong West Coast Presence in Las Vegas, Los Angeles, San Diego, Palm Springs and Seattle.

JULY 26, 2011

Washington Wealth Management and Cornerstone Wealth Management Form Strategic Alliance: Washington Wealth Management Opens First California Office and Family Office Practice

MAY 23, 2011

Washington Wealth Management Names John Simmons President: Seasoned Leader Will Guide Nationwide Expansion and Establishes Presence on the West Coast for the Firm

APRIL 11, 2011

Washington Wealth Management Expands Richmond Office with Hire of New Regional Director. 45-Year Industry Veteran Brings Senior Management Experience to New Firm

MARCH 23, 2011

\$1 Million Producer Joins Washington Wealth Management; Firm Opens its Second Branch Office in Three Months Since Launching in December

DECEMBER 13, 2010

Washington Wealth Management, LLC Launches Employee-Owned Investment Advisory Firm

December 15, 2010 Wealth Briefing
Indie Advisor-Owned Wealth Management Firm Launches in Virginia

December 14, 2010 Fund Fire
Morgan-Smith Barney Trio Joins Indie Platform

December 13, 2010 onwallstreet.com
Washington Wealth Management Nabs \$200M MSSB Team

Washington Wealth Management was created with a focus on overcoming the 5 key obstacles that typically prevent advisers from successfully pursuing their desire for independence

1 FINANCIAL INCENTIVES TO STAY WITH CURRENT FIRM

Whether it's retention bonuses or deferred comp, these types of commitments typically hold many advisers back from going independent. They can literally become golden handcuffs for most advisers.

2 STARTUP COSTS & LICENSING HASSLES

All too often, the expense and hassle of setting up an independent firm and completing the licensing requirements can wipe out the extra payout an adviser can earn when going independent.

3 CONCERN ABOUT BEING ISOLATED

When considering becoming independent, many advisers are rightfully fearful of becoming cut off from the exchange of ideas that exists within a branch, the intellectual capital they can tap into at a large firm, and the wholesaler support they receive on a day-to-day basis.

4 OFFICE MANAGEMENT HASSLES

An adviser does not want to sign leases, negotiate staff salaries, deal with HR issues, manage P&Ls, hire tech support, or spend the day solving problems. Instead, their focus must be on the needs of their clients

5 THE COMPLIANCE FUNCTION

The process of establishing and supervising the compliance function within an independent office is enormous. Most advisers dread the thought of handling this themselves, and they also need someone to develop clear business-friendly rules for their protection.

WASHINGTON WEALTH MANAGEMENT

ADVISER TRANSITION PROGRAM

Whether an adviser is considering leaving an existing firm or already independent and looking for a new way to grow their business, the **Washington Wealth Management Adviser Transition Program** can make the transition to independence as simple and painless as possible -- and includes an entire team devoted to assist and support the adviser during this process.

MODEL LOAN PROGRAM

Allows Advisers to pay back their commitments to their current firm upfront, providing the opportunity to make a clean break with the firm. The program typically provides a way to pay off the loan in two to three years, while still receiving a payout enhancement. Advisers can also receive an equity position in the new firm which, along with their enhanced payout, will likely more than compensate for any deferred comp or stock left behind at the old firm. And they can also take advantage of a solo 401(k) program offered by Washington Wealth Management, in which they can contribute up to \$150,000 per year for retirement.

START UP EXPENSES

All licensing and start up expenses are covered- at zero cost to the financial adviser. Whether an adviser joins a local branch office, or a new office is set up in their desired location, the adviser can start calling clients as soon as the process of transitioning their license to Washington Wealth Management's RIA is complete. Under this model, the typical \$1 million producer can focus on working with their clients all day, and avoid the time and hassles of tracking down a landlord or chasing a technology issue. Advisers don't want to know how the sausage is made, they just want to eat it!

LOCAL BRANCH NETWORK

Under our model, advisers become part of a branch network, while still maintaining their independence. Depending on their location, they become part of an established branch, or a new one is setup in their location. The transition team is tasked with delivering the full capabilities of the platform, and making sure advisers are aware of all the new offerings and services. The transition team is on site, coaching and developing the adviser and staff and helping with business modeling, seminars, client events, funding, and sharing ideas from other branches. Management is also tasked with building the branch and its production, which creates

BRANCH MANAGEMENT

Washington Wealth Management takes the entire management burden off the adviser - from payroll to utilities to benefits. Each branch is staffed from day one with a manager and support team to deal with day-to-day issues and keep the operations of the branch running smoothly.

COMPLIANCE

Washington Wealth Management provides experienced managers on site or on the phone to help advisers with all compliance matters and also develops policies and procedures that are compliant and easy to follow.

OPEN ARCHITECTURE PLATFORM PROVIDES ACCESS TO A FULL COMPLEMENT OF PRODUCTS & SERVICES

Because of the firm's independence, Washington Wealth Management can customize the products and services it provides as client needs arise, or as new types of products and services emerge in the marketplace.

While the focus of Washington Wealth Management is to support advisers in fulfilling all the needs of high net worth clients, the platform is flexible enough in its investment options and pricing to take on virtually any client, regardless of the account size. For Washington Wealth Management, the relationships the advisers has with their clients is paramount, regardless of the size of the account. The firm does restrict an adviser from taking on an account due to the level of assets; instead they support the adviser in building the relationship with the client as they see fit.

ALTERNATIVES FOR EACH SITUATION

NOT THE TYPICAL ONE-SIZE FITS ALL

Washington Wealth Management's open-architecture platform currently includes brokerage and trading services from Mid Atlantic Capital Corporation (MACC) and FCG Advisors LLC.

Client accounts can be carried by Fidelity Investments® and TD Ameritrade



WASHINGTON WEALTH MANAGEMENT'S OPEN ARCHITECTURE PLATFORM

In July of 2011, Washington Wealth Management entered the Family Office Business category with a strategic alliance with Cornerstone Wealth Management, a \$250 million plus wealth management firm headquartered in San Diego, California.

Cornerstone was founded in California in 1999 by Chris Meacham, CPA, President and CEO, primarily for individuals with a net worth in excess of \$10 million seeking alternatives to traditional wire houses and prepackaged investment products. In January 2011, Cornerstone launched the Cornerstone Diversified Portfolio Fund, which provides an investment platform for clients with less than \$10 million. Along with sharing its Family Office platform, the strategic alliance also opens the Cornerstone Diversified Portfolio Fund to Washington Wealth Management's investors.

Washington Wealth Management is currently in the process of adding Family Office partnerships throughout the country.



CHRIS MEACHAM

*President & CEO,
Cornerstone Wealth
Management, LLC*

FAMILY OFFICE BUSINESS:

A NEW GROWTH OPPORTUNITY

The family office concept is best executed with an independent approach. At Washington Wealth Management, family offices can take advantage of the highest range of the firm's product spectrum. For these clients, it is more than just managing their investable assets. Their needs extend to arts and antiques lending, aircraft financing, or just holding shares purchased overseas in euros rather than dollars.



CORPORATE MANAGEMENT TEAM

Washington Wealth Management's Management Team is comprised of seasoned veterans of the financial services industry, who have extensive experience in sales, management, compliance, brokerage operations, and training.



TONY SIRIANNI, *FOUNDER & CEO*

Mr. Sirianni is a 20-year veteran of the financial services industry, holding sales and management roles with firms such as Oppenheimer, Merrill Lynch, Legg Mason and most recently Executive Director of Morgan Stanley Smith Barney. He has worked as an adviser, as well as a manager, where he had the opportunity to manage some of the top producers on the East Coast. In addition to providing the overall leadership to Washington Wealth Management, Mr. Sirianni works on a daily basis with advisers, helping them to build their teams, refine their investment strategies, create a business plan and market their services to current and prospective clients. Mr. Sirianni has a JD Law Degree from N.Y Law School, a Masters from the City University of New York, and a Bachelors from Trinity College.



JOHN SIMMONS, *PRESIDENT*

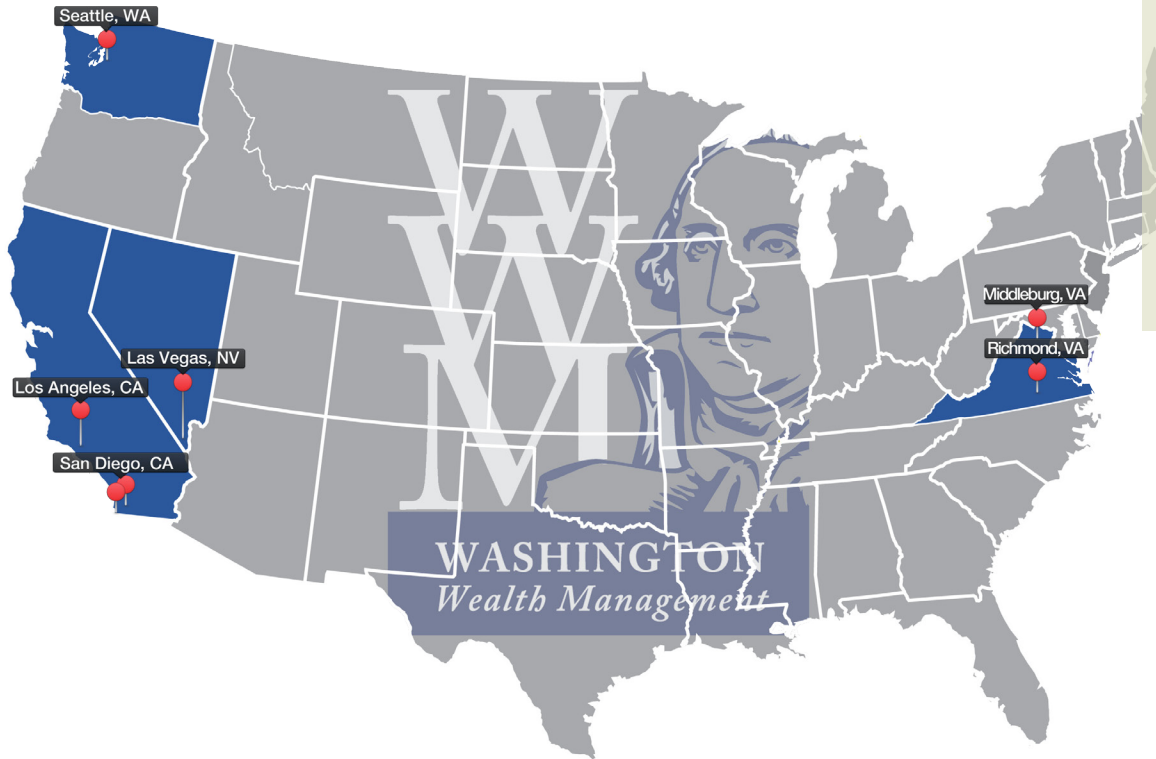
Mr. Simmons is an seasoned leader with over 24 years of experience in the financial services industry, including a proven track record of opening and building new branches and expanding regions for the largest firms in the industry. He has held sales and management roles with firms such as Prudential Securities, Wachovia Securities, Merrill Lynch, and most recently Morgan Stanley Smith Barney where he served as Executive Director and Regional Director overseeing the Southern California, Las Vegas and Hawaii region for the firm. In addition to managing Washington Wealth Management's existing branch locations, Mr. Simmons will also play a critical role in leading the rapid expansion of its independent network of financial advisers. A grauate of University of Utah with a Bachelors in Economics, Mr. Simmons is based in San Diego, CA where he resides with his wife and their 6 children.



ROSS WILKINSON, *DIRECTOR OF DEVELOPMENT*

Mr. Wilkinson brings experience that spans roles in brokerage operations, compliance, technical training, sales and management experience with firms such as Merrill Lynch and Morgan Stanley Smith Barney. Throughout his career he has held senior roles, overseeing sales and business development functions, new product rollouts, key account management, customer relationship development, and contract negotiations. He's also provided cross-functional team training, coaching, and mentoring and worked to identify innovative solutions for complex issues for financial advisers and clients. As the Director of Development at Washington Wealth Management, Mr. Wilkinson's focus is on the recruitment of new advisers, assisting in their transition onto the platform and working with advisers on a day-to-day basis, helping them to manage and grow their practices.





EXPERIENCED ONSITE MANAGERS:

A KEY DRIVER OF SUCCESS & GROWTH

Washington Wealth Management provides local, experienced managers focused solely on ensuring the success of the independent branches and individual advisers within the network.

These Regional and Branch Managers are responsible for delivering upon the success of the independent branch offices by supporting and guiding advisers on a day-to-day basis.



JEFF BOUCHARD
Southwest Regional Director



SCOTT WILSON
Western Regional Director



MICHAEL FERRANTE
Branch Director, San Diego



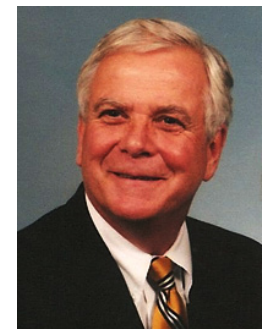
PETER SANSEVERO
Branch Director, Seattle



WHIT WHITEHOUSE
Branch Director, Los Angeles Market



ROSS WILKINSON
Acting Branch Director Washington, DC



JORDAN BALL
Southeast Regional Director

CORPORATE FACTS & FIGURES

Year Founded: 2010

CORPORATE ADDRESS

Washington Wealth Management
P.O. Box 409
Middleburg, VA 20118
(800) 214-8341

CORPORATE OFFICERS

Chief Executive Office: Tony Sirianni
President: John Simmons

PRESS & MEDIA INQUIRIES

Enlutions Interactive, LLC
Chris Broussard
(571) 248-1087
chris@enlutionsinteractive.com

BRANCH LOCATIONS

MIDDLEBURG, VIRGINIA

4 N. Madison Street
Middleburg, VA 20118

Ross Wilkinson, Acting Branch Director
tel: (540) 266-3175
toll free: (800) 214-8341 x110

RICHMOND, VIRGINIA

9030 Stoney Point Parkway, Suite 500
Richmond VA 23235

Jordan Ball
Regional Vice President, Branch Manager
tel: (804) 767-4432
toll free: (800) 214-8341

LAS VEGAS, NEVADA

Jeff Bouchard
Regional Director, Southwest
tel: (702) 497-9388
toll free: (800) 214-8341 ext. 114

LOS ANGELES, CALIFORNIA

Whit Whitehouse, Branch Director
tel: (805) 813-8753
toll free: (800) 214-8341 ext. 117

SAN DIEGO, CALIFORNIA

Michael Ferrante, Branch Director
toll free: (800) 214-8341

SEATTLE, WASHINGTON

Peter Sansevero, Branch Director
tel: (425) 242-5042
toll free: (800) 214-8341 ext. 116

