



THE INVESTMENT
ADVISOR
ALLIANCE

For Immediate Release

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Keeler & Co., LLC Changes Name to The Investment Advisor Alliance LLC

Ramsey, NJ (January 1, 2009) – Keeler & Co., LLC officially changes the firm name to The Investment Advisor Alliance LLC to better reflect the primary business of the company of working with independent advisors to better serve their clients and grow their business.

The Investment Advisor Alliance moniker had been used for approximately a year prior to the change as a business unit of Keeler & Co. With the growth of the advisor services side of the business it has been determined that it would best serve the Investment Advisor Alliance's customers, independent advisors, to be affiliated with a more general name that is not connotative of an employee relationship.

About the Investment Advisor Alliance

The Investment Advisor Alliance is a privately held Registered Investment Advisor based in northern New Jersey. The fee-only firm provides supervised independence to advisors nationwide. The Investment Advisor Alliance offers training, service, back office support, and compliance oversight to affiliates at any chapter of their career to help advisors grow their practice at their pace. Custom technology solutions make the Investment Advisor Alliance's tools easily accessible and efficient.