



Trusted Advisors for Generations

Janney Montgomery Scott LLC

NEWS RELEASES

FOR IMMEDIATE RELEASE

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The GFM Advisory Group Name Recognized as Premier Advisors

Philadelphia, PA, September 30, 2011 Janney Montgomery Scott LLC ("Janney") is proud to announce the GFM Advisory Group of Janney has been selected by the national Association of Board Certified Advisory Practices (NABCAP) as a 2011 Premier Advisor, and recognized in the September 30, 2011 issue of the Philadelphia Business Journal. Being named among the most elite group of advisory practices in the Greater Philadelphia area is a true testament to the team's hard work, dedication and achievements on behalf of their clients.

"This is an exciting time for us," said Mert Gilbert, Executive Vice President/ Private Client Group at Janney, and one of the team's founding members. "We are honored to be recognized by such a well-known and respected organization for delivering on our team's mission to help successful individuals and their families navigate the management, preservation and transfer of their wealth."

The Philadelphia Business Journal, in conjunction with the nonprofit organization, NABCAP, performed a benchmarking process to identify the top financial advisors in the Philadelphia, Pennsylvania, area. With a long list of approximately 4,000 individual advisors and practices participating in the quantitative multiple-choice and open-response survey, Rank Premier Advisors (RPA), an independent third-party, scored the results based on 20 categories of practice management — such as customer service, accountability, risk management and transparency — as well as assets under management, fee structure, number of clients, support staff ratios and each advisor's compliance and certification records. Only 50 highest-scoring advisors and teams have been published in the September 30, 2011 issue of the Philadelphia Business Journal.

NABCAP, whose mission is to empower and educate investors through objective information and resources by adding transparency to the financial services industry, conducts this survey annually.

With more than 72 years combined experience, GFM Advisory Group guide individuals, families, companies and nonprofits in making the best investment choices to achieve their own personalized investment goals. To learn more about their practice, visit www.jmsonlinefc.com/gfmgroup/index.htm.

About Janney Montgomery Scott LLC:

Established in 1832, Janney Montgomery Scott LLC provides comprehensive financial advice and superior service to individual, corporate and institutional investors. A full-service, financial services firm, Janney is committed to providing our clients advice through a wealth management approach by focusing on the delivery of strategic financial plans that utilize a variety of financial products and services best suited to help meet their financial goals. Janney is equally committed to providing our corporate and institutional clients objective advice for the successful execution of their unique business plans. Janney provides advice and service to clients through a network of professionals in branch offices located along the entire east coast. Janney is an independently operated subsidiary of The Penn Mutual Life Insurance Company, the seventh largest mutual insurance company in the nation, and is a member of the New York Stock Exchange, Financial Industry Regulatory Authority and Securities Investor Protection Corporation.

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