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Matt Pohlman Joins GenSpring Family Offices to Expand Presence in Carolinas

GenSpring Expands to Research Triangle

PALM BEACH, Fla. – October 27, 2010 – GenSpring Family Offices, a wealth management firm for ultra-high net worth families, announced today the hiring of Matt Pohlman as a Family Wealth Advisor in Chapel Hill, North Carolina. Mr. Pohlman will advise and serve families throughout the Carolinas, focusing in the Research Triangle and Eastern North Carolina.

“Matt exemplifies why wealthy families have made GenSpring a leading alternative to traditional wealth management firms. He understands the unique needs of wealthy families, holds to the highest ethical standards and demonstrates total devotion to his clients,” said Chris Cecil, President of GenSpring’s Charlotte, North Carolina family office. “Matt’s leadership in the Research Triangle and elsewhere in the Carolinas will further our efforts to bring GenSpring’s deep resources and independent advice to more families who are looking for a wealth management relationship in which they can trust completely.”

“GenSpring offers a holistic approach to wealth management and delivers expertise resources across a broad range of disciplines,” said Mr. Pohlman. “They are focused on both the financial and non-financial needs of wealthy families and have the depth of professional expertise, strong service culture and unwavering independence and ethics that these families require.” The GenSpring approach is to work with client families to achieve each family’s unique definition of success by integrating the optimal combination of advice and independent solutions, wherever they may be.

The benefits of a family office are rapidly becoming known to a wider circle of ultra-high net worth families. A market leader among family offices, GenSpring now serves more than 700 ultra-high net worth clients around the world, providing wealth and investment advice and managing important aspects of their financial lives.

Mr. Pohlman’s office will be located at Meadowmont, 1414 Raleigh Road, Suite 110, Chapel Hill, NC. He can be reached at (919) 918-2448 or Matt.Pohlman@GenSpring.com.

(more)

About Matt Pohlman, CPA

Mr. Pohlman has nearly a decade of experience working with the ultra-affluent throughout his background in investments, corporate finance and accounting. Prior to joining GenSpring, Mr. Pohlman was most recently the Director of Client Services for Franklin Street Partners, an investment firm in Chapel Hill, North Carolina. In that role, he oversaw all activity of the multi-family office and sat on the firm's Operating Committee. Mr. Pohlman is a Certified Public Accountant (CPA) and began his career with Ernst & Young in their New York, Atlanta and Seattle offices. Matt is a graduate of the University of North Carolina at Chapel Hill, receiving a Bachelor's in Business Administration. He received his Master's in Accounting from the University of North Carolina at Chapel Hill's Kenan-Flagler School of Business.

About GenSpring Family Offices

Founded in 1989, GenSpring Family Offices, an affiliate of SunTrust Banks, Inc. (NYSE:STI), is a leading wealth management firm for ultra-high net worth families. With over \$20 billion in assets under advisement, GenSpring, including its affiliates GenSpring International, LLC and GenSpring Charleston, LLC, is trusted by more than 700 of the ultra-affluent families to oversee or manage important aspects of their financial lives. GenSpring is headquartered in Palm Beach Gardens, Florida and has 14 family offices in Atlanta, Charlotte, Charleston, Costa Mesa, Denver, Greenwich, New York City, Miami, Nashville, Orlando, Palm Beach, Phoenix, Tampa Bay, Sarasota, and Washington, DC. GenSpring was named 2008 Multi-Family Office of the Year by *Institutional Investor*, ranked #1 in *Investment News* magazine's 2009 Top RIA Ranking of Independent Advisors and most recently ranked #1 on *Forbes'* 2010 list of Top Fee-Only Advisors. For more information on GenSpring Family Offices please visit www.GenSpring.com.

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