FOR IMMEDIATE RELEASE

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Announcing New Pittsburgh Company Focused on the Service Standards of Financial Professionals

Financial Service Standards, LLC. (FSS), a new establishment located in the Pittsburgh airport corridor, is off to a quick start. Before the doors were even open for business, FSS partners had been coordinating and developing a method for measuring service standards among financial service professionals.

"The buzz lately among financial service professionals has been all about fiduciary responsibilities and how to meet them from a service standpoint," says Don Settina, company co-founder and CEO. "It is difficult to meet the stated 'fiduciary standards of care' outlined by The Center for Fiduciary Studies without having a comprehensive process in place. That's where we come in."

The company website (www.financialservicestandards.com) has the following mission statement: "The mission of Financial Service Standards, LLC is to be the ruler by which service excellence is measured in the financial industry. Our goal is to define the minimum standards of service and provide solutions that exceed those standards."

Just recently Financial Service Standards, LLC announced the development of a new designation for financial service professionals—Professional Plan Consultant™ for professionals that service qualified retirement plans, and the availability of course training for this designation at Robert Morris University in Moon Township, PA.

"The response to the course and the service process made available to those that take the course has been incredible," according to Sharon Pivirotto, co-founder and Vice-President of FSS. "Professionals that service the qualified retirement plan community have a unique set of service issues, often placing themselves in a co-fiduciary role on the plans they service. Having a comprehensive set of service tools to use in this role can greatly reduce their liability and is to the benefit of everyone involved—plan sponsors, advisor, administrators, etc."

Also in development for release in the fall of 2006 is a program that sets the service standards for financial planning professionals and provides a process to help planners exceed those standards. "In addition to helping financial professionals understand the service issues and how to address them, the clients benefit greatly and, after all, they are the purpose behind the profession." - Sharon Pivirotto