



FOR IMMEDIATE RELEASE:

*Horizon Advisors Joins National Association of Personal Financial Advisors*

HOUSTON, TEXAS, September 9, 2008—Horizon Advisors, LLC has been accepted as a corporate member of NAPFA. NAPFA is an organization of Fee- Only financial advisors who are paid directly by their clients. NAPFA members receive no commissions or other rewards for selling financial products. Those forms of compensation create potential conflicts of interest that may serve to undermine an advisor’s objectivity and fiduciary responsibility. It is for this reason that all NAPFA members must sign a Fiduciary Oath, to promise “to place the clients’ interests first.”

In addition to tough standards on client-friendly compensation, NAPFA has some of the industry’s most rigorous education and training requirements. All candidates for membership are required to submit a complete comprehensive financial plan for a full-scale peer review. Furthermore, NAPFA’s continuing education requirements exceed those of any other association of financial advisors.

For additional information, please visit [www.napfa.org](http://www.napfa.org).