



NEWS RELEASE

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DAVID GESKE JOINS INTEGRITY ASSET MANAGEMENT AS PARTNER, INVESTMENT ADVISOR — WILL MANAGE FIRM'S S. CALIFORNIA OFFICE

FORT BRAGG, Calif. – June 6, 2008 – David Geske has joined Integrity Asset Management (IAM) as a partner/investment advisor in the firm, which is dedicated exclusively to helping foundations and non-profits invest in their values.

“David brings a wealth of experience to our team,” said Daniel R. Catone, president of IAM. “As a non-profit board member himself, he understands how to align an organization’s values with its investments, without sacrificing returns.” Geske will manage the firm’s Southern California office.

Prior to joining IAM, Geske was affiliated with Wachovia Securities Financial Network, where he focused on helping high net worth clientele with their unique wealth management and retirement planning needs. He also created qualified-retirement plans for businesses and non-profit organizations, and provided life insurance and estate planning services through tax-efficient strategies.

Before entering the financial-services industry, David served as a management consultant for the international company PricewaterhouseCoopers in Rosemont, IL. He later joined Edward Jones as a financial advisor in Maryland Heights, MO, where he was made a partner.

David is an Accredited Asset Management Specialist (AAMS). He earned bachelors degrees in accounting and computer information systems from Indiana University in Bloomington.

Outside the office, David enjoys engaging in a variety of outdoors activities including hiking, tennis and golf. He is a travel enthusiast who enjoys discovering and exploring new cultural destinations.

About IAM

Integrity Asset Management is an investment advisory firm that specializes in helping foundations and non-profits invest in their values, while aligning their portfolios to meet current and future distribution needs. To learn more about IAM, visit www.InvestYourValues.com