



Stephenson Group enjoys unmatched success in securing for its clients the best possible publicity in their targeted media. Here is a sample of our media relations expertise.

Outlet	Headline	Date
<i>SHRM – Society for Human Resource Management</i>	Baby Boomers Could Face a Grim Retirement	August 17, 2010
<i>Investment Advisor</i>	Gen Y'ers Face a Big Pile of Money Trouble: Western Union Survey	August 16, 2010
<i>WalletPop</i>	How to help Generation Y survive the Great Recession	August 16, 2010
<i>MainStreet</i>	'Paperless' Service: A New Mortgage Model?	August 13, 2010
<i>On Wall Street</i>	Gen Y Must Take Control of Financial Future	August 12, 2010
<i>Bank Investment Consultant</i>	Gen Y Must Take Control of Financial Future	August 12, 2010
<i>Financial Planning</i>	Gen Y Must Take Control of Financial Future	August 12, 2010
<i>MBA Newsink</i>	Survey: Gen Y Faces Increasing Financial Difficulties	August 12, 2010
<i>Bank Systems & Technology</i>	New Survey Shows "Gen Y" in Financial Trouble	August 10, 2010
<i>PlanSponsor</i>	Survey Finds Gen Y in Trouble Financially	August 10, 2010
<i>First Generation White Collar Blog</i>	Gen Y financial survey	August 10, 2010
<i>CUNA</i>	Ideas for retirement readiness	August 9, 2010
<i>Vancouver Sun</i>	Billionaires urged to use their influence beyond the grave	August 6, 2010
<i>American Infrastructure Magazine</i>	Simple Steps for Effective Disaster Recovery	Summer 2010
<i>Consumer Reports</i>	Should you go paperless? Handling your financial documents electronically can save you more than paper cuts	August 2010
<i>About.com</i>	Electronic Banking is Green	July 29, 2010
<i>39Online.com</i>	Pay your bills online	July 29, 2010

<i>American Banker</i>	Charitable Giving Drops As Crisis Takes a Toll	July 20, 2010
<i>La Opinion</i>	Consumer Credit Falls	July 15, 2010
<i>TechCrunch</i>	Direct Deposit Makes Greenbacks Even Greener	July 15, 2010
<i>On Wall Street</i>	Charitable Giving	July 9, 2010
<i>Financial Planning</i>	Charitable Giving Continues Despite Economic Stress	July 9, 2010
<i>Ecommerce Journal</i>	Western Union payment option is now accessible for more AdSense users	July 9, 2010
<i>On Computers</i>	PAY IT GREEN	June 29, 2010
<i>FOXBusiness.com</i>	How to Boost Your Credit Score in 12 Months	June 28, 2010
<i>InformationWeek</i>	Direct Deposit Means Green for SMBs	June 22, 2010
<i>Change.org</i>	Are Poverty Activists Insane?	June 8, 2010
<i>Money-Rates</i>	Half of Consumers Don't Understand Mortgage Modification or Refinancing Requirements, New Survey Says	June 8, 2010
<i>Money-Rates</i>	Half of Consumers Don't Understand Mortgage	June 8, 2010
<i>Registered Rep</i>	FEELLING GENEROUS? SO ARE YOUR CLIENTS	June 7, 2010
<i>Medill Reports</i>	Consumer Confidence Index shows Americans still have faith	May 25, 2010
<i>On the Menu</i>	(Paso Robles) California here we come!!	May 25, 2010
<i>e-wisdom.com</i>	Some consumers feel home loan modifications will help with debt	May 19, 2010
<i>CNBC TV - Power Lunch</i>	Building Charitable Legacy – Interview with Eileen Heisman	May 18, 2010
<i>HousingWire</i>	Western Union Sees Borrowers Take Control of Mortgage Fate	May 17, 2010
<i>CreditLoan.com</i>	Americans may be positioning themselves for financial improvement	May 17, 2010
<i>DSNews.com</i>	Consumers Are Taking Control of Their Finances: Survey	May 17, 2010
<i>Mortgage A1</i>	SURVEY SHOWS CONSUMERS POSITIVE ABOUT FINANCES	May 17, 2010
<i>MBA NewsLink</i>	U.S. consumers are taking matters into their own hands	May 14, 2010

<i>Investment Advisor</i>	Conversions of Roth IRAs Can Build Charitable Legacy	May 2010
<i>Bank Technology News</i>	Western Union Shines a Spotlight on E-Payment Potential	May 2010
<i>The Wall Street Journal</i>	Keeping the Atkins Diet Alive	April 28, 2010
<i>Men's Journal</i>	Your Perfect Weekend, March 19-21	March 18, 2010
<i>TheStreet.com</i>	Natural Gas, Oil And New ETFs	March 9, 2010
<i>SF Gate</i>	Paso Robles: Wine country with a rural feel	February 24, 2010
<i>Wandermelon</i>	Wine-Lover's Nirvana: Paso Robles	February 24, 2010
<i>Orbitz</i>	California vacation: Monterey, Paso Robles wine country	February 5, 2010
<i>University Business</i>	Leading Your Campus Disaster Efforts	February 2010
<i>Los Angeles Times</i>	Planning your trip to Paso Robles	January 31, 2010
<i>Investor's Business Daily</i>	Donor-Advised Funds Shift To Haiti	January 29, 2010
<i>Investment News</i>	Amid flood of donor-fund assets for Haiti, a plea to stay the course	January 25, 2010
<i>Risk & Insurance</i>	Paving the Potholes of Big Property Claims	January 11, 2010
<i>EDGE</i>	New Year's Resolution :: Green Your Green	Dec 31, 2009
<i>Pittsburgh Post-Gazette</i>	Planned giving gets new life	December 24, 2009
<i>Associated Press</i>	Anonymous donors take care to hide their identity	December 14, 2009
<i>Augusta Chronicle</i>	Donors feel pinch, but show compassion	December 04, 2009
<i>Pittsburgh Post-Gazette</i>	Charitable donations still important despite recession	December 2, 2009
<i>Private Asset Management</i>	Leaving a Philanthropic Legacy	November 30, 2009
<i>Tulsa World</i>	Lean years require a shift in how you give to charity	November 30, 2009
<i>Courier Post</i>	Charities need help in many forms	November 29, 2009
<i>Courier Post</i>	Ailing economy hurts charities	November 29, 2009
<i>Fort Worth Star-Telegram</i>	Lean years require a shift in how you give to charity	November 28, 2009
<i>Los Angeles Times</i>	Lean years require a shift in how you give to charity	November 22, 2009
<i>The Philanthropist</i>	Donor Advised Funds Experience Rapid Growth	November 20, 2009

<i>eMC</i>	Online Communities - Seize the Power of Crowds	November 19, 2009
<i>FOX Business</i>	Giving It Away is the American Way	November 16, 2009
<i>The Wall Street Journal</i>	Time to Convert?	NOVEMBER 9, 2009
<i>Orange County Register</i>	The Golden Core: Three Central California getaways	November 7, 2009
<i>Kalamazoo Gazette</i>	Savvy Citizen: Efforts continue to take the paperwork out of paying bills	November 04, 2009
<i>Healthy & Fit Magazine -</i>	Greening your "green"	November, 2009
<i>Milwaukee Journal Sentinel</i>	DOLLARS & SENSE DAILY TIPS FOR TOUGH TIMES	October 30, 2009
<i>Family Wealth Report</i>	Shares Launches Philanthropic ETFs	October 29, 2009
<i>Visit USA</i>	The First Crush Wine Weekend	October 19, 2009
<i>Leisure & Travel Business</i>	New Travel Industry Organization Launches: Travel Paso Robles Alliance Delivers Accommodation, Tourism News to Travelers and Industry	October 15, 2009
<i>Private Asset Management</i>	NPT Gears Up For Giving Season	October 12, 2009
<i>San Jose Mercury News</i>	Paso Robles a treasure trove of intriguing stories	October 9, 2009
<i>San Jose Mercury News</i>	Paso Robles: It's not just about the wine	October 9, 2009
<i>Bloomberg.com</i>	Getting Your Name on Building Gets Cheaper as Non-Profits Compete	October 9, 2009
<i>TheStreet.com</i>	Barclays Allows ETF Investors to Give Back	October 7, 2009
<i>Private Asset Management</i>	The Whole Shebang and Perfect Timing	October 7, 2009
<i>Philanthropy Journal</i>	National Philanthropic Trust grants exceed \$1B	October 6, 2009
<i>Wall Street Diary blog</i>	Barclays rolls out ETF-based charitable-giving program	October 5, 2009
<i>InvestmentNews</i>	Barclays rolls out ETF-based charitable-giving program	October 5, 2009
<i>Sarasota Herald Tribune</i>	The United -- and American -- Way	October 2, 2009
<i>San Francisco Business Journal</i>	Barclays Global Investors debuts philanthropy tool	October 2, 2009
<i>Sunset Magazine</i>	Travel Paso Robles Alliance	October 1, 2009
<i>Wine Enthusiast</i>	Paso Robles and the Art of the Blend	October 1, 2009
<i>emii.com</i>	BGI Launches Donor-Advised Fund	September 30,

		2009
<i>fund action</i>	Barclays Launches ETF With Philanthropist	September 30, 2009
<i>Financial Advisor</i>	BGI INTRODUCES DONOR-ADVISED FUND	September 28, 2009
<i>San Francisco Examiner</i>	Paso Robles is a wine lover's paradise	September 27, 2009
<i>The Faster Times</i>	Are You Ready for a Fall Getaway?	September 17, 2009
<i>Orbitz</i>	Wine festivals make for tasteful California vacation	September 9, 2009
<i>SkyWest Magazine</i>	Backroad Bonanza in California's SLO-Lane	September 1, 2009
<i>Road Trips for Families</i>	Labor Day Road Trip on a Budget	August 22, 2009
<i>The Chronicle of Philanthropy</i>	Dwindling Reserves	August 20, 2009
<i>San Francisco Chronicle</i>	Ready, set, go to Paso Robles	August 16, 2009
<i>LIVE IT</i>	Business First	August 2009
<i>Investor's Business Daily</i>	Hit It Big Even When You're Small	July 30, 2009
<i>Los Angeles Times</i>	Cloud computing has advantages	July 14, 2009
<i>USA Weekend</i>	GreenSmart: How to save 181,000 trees and pay bills at the same time	July 5, 2009
<i>Westways</i>	Taste of Downtown Paso Robles Taste of Downtown Paso Robles	July 1, 2009
<i>Young Money</i>	Environmental Impact of Direct Deposit	Summer 2009
<i>VIA</i>	Paso Robles: Best Place to Hang your Hat	July 2009
<i>Los Angeles Times Daily Travel & Deal Blog</i>	Paso Robles for an old-fashioned Fourth of July celebration	July 1, 2009