



Press Release
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DeVoe & Company Supports Krasney and Signet on the Execution of their Successful Merger

Krasney Financial and Signet Management USA have merged effective December 31, 2014. The new firm, now known as Krasney Financial, will manage a combined \$520 million in assets under management and will continue to offer a comprehensive set of wealth management capabilities that include investment, tax, retirement and estate planning services.

Clients of the combined firm will benefit from the combination of Krasney's leading fixed income and financial planning acumen and Signet's market-leading equity management. The families, high-net-worth individuals, retirement plans and trusts that have entrusted the respective companies with the management of their assets will benefit from an expanded set of specialized knowledge.

"The Krasney / Signet merger builds on the strengths of each firm to provide our clients with a comprehensive wealth management experience," said Krasney Financial founder and CEO Jonathan Krasney. "Our new firm will ensure that clients receive the personalized service and advice that we have built our reputations on today and well into the future," he added.

"Combining our companies gives us the ability to grow while remaining independent, with expertise that is among the most sophisticated, comprehensive and respected in our industry," said Signet Management Managing Director Matthew Etter. "Not only will our clients benefit, but our employees and communities benefit, too."

"The complementary capabilities that the two organizations bring together is cemented by a common and consistent focus on serving clients," said Signet Management Director of Equity Research Eugene Yashin. "Our dedication to our clients moves beyond exceeding a given benchmark or solving a particular economic challenge – we provide personalized and comprehensive services that today's investors seek, but are challenged to find."

DeVoe & Company acted as a consultant to Krasney Financial and Signet Management USA, providing business strategy guidance to help the organizations evaluate a proposed merger. The merger was the fourth successfully executed transaction that DeVoe & Company provided guidance on in 2014.

About DeVoe & Company

DeVoe & Company provides comprehensive strategy and advisory services to the wealth management industry. Since launching three years ago, the company has helped over 100 clients accelerate the achievement of their growth, profitability and transition goals. DeVoe & Company's services include valuation, consulting and investment banking services.

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