



FOR IMMEDIATE RELEASE
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**Bowling Portfolio Management, LLC Confirms It's Majority Woman/Minority
Ownership Status; Expands Institutional Presence**

CINCINNATI, OH. –Bowling Portfolio Management, LLC is proud to announce the formal confirmation of its transition to a 51% woman/minority owned firm as of September 30, 2010. Kathy Wayner, President and CEO of the Firm has reaffirmed her long term commitment to the organization with this critical shift in ownership. Most recently the 50% owner of Bowling, Kathy has been an active management partner in the entity since 1994 with a deep history of supporting Bowling's growth and development dating back to 1986. Bowling currently manages in excess of \$400M in assets under management, diversified among institutional and HNW investors. The Firm's flagship strategy is the Bowling Large Cap Core Value strategy which maintains an active composite dating back to 1988.

"We have seen a tremendous interest in our Firm's portfolio management services, however given my 50% ownership and long term standing with the Firm, institutions regularly inquired about the capacity for our Firm to be 51% woman/minority majority owned in order to meet specific mandate requirements. In discussing this unique opportunity with my partners, it became clear that this subtle shift could greatly expand our reach in the institutional market--an initiative the team has been committed too for many years now. With an institutional quality investment management philosophy and process which we have employed consistently for more than 15 years, we believe we can add great value to the organizations we serve. We believe this small shift in ownership will increase our ability to add value in the institutional market," said Kathy Wayner, President and CEO.

Recently approved by two of the nation's leading Emerging Manager programs, Bowling Portfolio Management, LLC has been recognized by the market for excellence in investment management capabilities. "We welcome institutions to contact us regarding our investment management capabilities, whether as a leading woman/minority majority owned firm and/or based on our strong, independent track record for excellence in US equity portfolio management," added Ms. Wayner.

For further information regarding Bowling Portfolio Management please visit www.bowlingpm.com.

About Bowling Portfolio Management

Founded in 1982, Bowling Portfolio Management, LLC is a majority woman/minority owned firm located in Cincinnati, Ohio. The firm specializes in US equity long only management, with the Bowling Large Cap Core Value strategy serving as the Firm's flagship product. The Firm's sole focus is managing traditional long only assets through its institutional quality, market tested investment management approach. Bowling is a registered investment advisor. For further information, visit www.bowlingpm.com.