

FOR IMMEDIATE RELEASE

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**BLUE PRAIRIE GROUP NAMES TY PARRISH
AS EQUITY PARTNER AND SENIOR ERISA CONSULTANT**

Chicago, IL – February 14, 2013 - Blue Prairie Group (“BPG”), a Chicago-based institutional retirement and investment consulting firm, is pleased to announce the addition of new equity partner and Senior ERISA Consultant, Ty Parrish.

Ty has worked in the institutional retirement and investment space for nearly 20 years with both plan sponsors and the broader advisor community. Prior to joining Blue Prairie Group, Ty worked at Great-West Life, Sun Trust Institutional Retirement Services and RidgeWorth Investments in marketing, sales, and product development and brings deep experience to Blue Prairie Group in two key areas: ERISA retirement consulting and the ERISA advisor marketplace.

Matt Gnabasik, Blue Prairie Group’s Managing Director, said, “I’ve had the pleasure of knowing Ty since he started his career nearly twenty years ago and have seen him excel at every position and every company he has worked for. We are very excited to have Ty join the firm as his skill set, experience and deep industry knowledge will allow us to more quickly execute our growth strategy based on geographic expansion.”

He continued, “Ty’s extensive industry knowledge and contacts will enable Blue Prairie Group to quickly build out our ERISA client base in the Southeast as well as to expand our national footprint by recruiting a select group of elite, ERISA-focused advisors in different parts of the country.”

Gary Silverman, CFA, Blue Prairie Group’s Chief Investment Officer and equity partner added, “The trend lines are clear— more and more plan sponsors are turning to professional retirement advisors who, in turn, are increasing their overall share of the market at the expense of generalists. Those advisors who want to grow their retirement businesses are moving to well established and well managed, retirement-focused advisory firms like Blue Prairie Group. With Ty’s arrival, our plan for the next 12 – 24 months is to recruit an elite group of retirement-focused advisors who want to work for a dynamic and innovative firm with a blue chip client base and a powerful suite of proprietary platform tools.”

Ty is a graduate of the University of Florida Warrington School of Business with a Bachelor’s Degree in Finance. Mr. Parrish holds the Certified Investment Management Analyst® (CIMA®) certification, administered by Investment Management Consultants Association® and taught in conjunction with The Wharton School, University of Pennsylvania. In addition, he holds the Certified 401(k) Professional- C(k)P™ designation from UCLA Anderson Executive Education.

About Blue Prairie Group

Blue Prairie Group is a fee-only investment consulting firm headquartered in Chicago. We provide unbiased and objective financial consulting within three main practice areas: ERISA Retirement, Foundations & Endowments and Wealth Management. We act as fiduciaries to all of our clients' portfolios and are remunerated solely by our clients. BPG passionately advocates low cost investments, full fee transparency, and offers a broad service suite for both institutions and individuals. Like any good neighbor, we contribute to the communities we live in, and for us this means giving 5% of our pre-tax profit to local charitable organizations.

For more information, please contact Matt Gnabasik @ (312) 376-8435 or go to www.blueprairiegroupp.com.

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