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**Francis Investment Counsel Recognized as
One of the Nation's Top Retirement Plan Investment Advisors
by PlanSponsor Magazine**

January 11, 2006. Hartland, WI – As part of PlanSponsor Magazine's effort to recognize the contributions of the nation's top retirement plan investment advisors, Francis Investment Counsel was named one of the "Most Successful Advisors" and was the only advisor listed in the State of Wisconsin.

"Our model of conflict-free advice, outstanding client service, and personal attention has delivered superior results for our clients and we're pleased to be recognized by Plan Sponsor." said Michael Francis, President of Francis Investment Counsel LLC.

In setting service standards, PlanSponsor reports that 58% of advisors meet with plan sponsors quarterly and 95% offer enrollment meetings and ongoing education, although many advisors outsource this service.

"While we certainly meet the standards stated by PlanSponsor, we go the extra mile by providing comprehensive fiduciary documentation." said Mr. Francis. "This, along with our decision to not outsource our participant education services, separates us from many of the industry's top consulting firms."

Francis Investment Counsel LLC (www.francisinvco.com) is a Registered Investment Advisor dedicated to providing independent investment consulting services to the qualified retirement plan marketplace. The company delivers conflict-free investment advisory services to plan sponsors and also offers extensive education and individualized advice services to plan participants. Francis Investment Counsel is based in Hartland, WI.

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