



Independent, Objective Advice

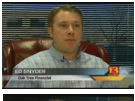
IN THE NEWS

Television appearances



WRTV Channel 6 5:00 pm news, September 14, 2009

Ed discusses financial issues Lilly employees should consider in light of the restructuring announcement



WTHR Channel 13 11:00 pm news, December 30, 2008

Ed interviewed by reporter David MacAnally about last minute tax savings opportunities



WTHR Channel 13 11:00 pm news, October 6, 2008

Ed interviewed by reporter David MacAnally about what to do in wake of the recent market volatility



WTHR Channel 13 11:00 pm news, August 4, 2008

Ed interviewed by reporter David MacAnally about trading in your SUV due to gas prices



WTHR Channel 13 5:30 pm news, October 1, 2004

Chris interviewed by news anchor Bruce Kopp about 72 month zero interest auto loans

Articles written by Chris Baker or Ed Snyder

Indianapolis Star, September 13, 2009: "Should I continue my 401(k) contributions or save cash instead?"

Indianapolis Star, June 21, 2009: "How often should I rebalance my investment portfolio?"

Indianapolis Star, May 31, 2009: "Is now a good time to find retail-related investment bargains?"

Indianapolis Star, March 1, 2009: "Are preferred shares a safer investment than common stocks?"

Indianapolis Star, February 8, 2009: "I am on a fixed income. How can I stretch my money in 2009?"

Indianapolis Star, November 16, 2008: "Do you have any advice on rebalancing my stock portfolio or 401(k)?"

Indianapolis Star, November 2, 2008: "Is it better to purchase disability insurance at my job or on my own?"

Indianapolis Star, August 3, 2008: "My real estate agent can't sell my house. Is there another way to go?"

Indianapolis Star, July 20, 2008: "My spouse and I argue a lot over money. How can we keep the peace?"

Indianapolis Star, May 11, 2008: "Does a Roth 401(k) have advantages over a traditional 401(k)?"

Indianapolis Star, April 6, 2008: "What are key details of the tax rebate package and how can I get it?"

Indianapolis Star, December 21, 2007: "Is contributing to my company 401(k) the best way to save for retirement?"

Indianapolis Star, October 12, 2007: "Do I need a personal finance software program? Which one is the best?"

Indianapolis Star, September 7, 2007: "What life insurance type gives you the most value for your money?"

Indianapolis Star, May 11, 2007: "Should I max out my 401(k) or also invest in other retirement vehicles?"

Indianapolis Star, December 15, 2006: "What can I do before the end of the year to reduce my taxes?"

Indianapolis Star, August 27, 2006: "Are there advantages in converting a traditional IRA to a Roth IRA?"

Indianapolis Business Journal, May 15, 2006: "Investors often end up being their own worst enemies"

Indianapolis Star, April 2, 2006: "How do I decide how much of my income I should be saving?"

Indianapolis Star, January 1, 2006: "I'm 40 years old. What kind of investment mix is right for me?"

Indianapolis Star, November 6, 2005: "Should I withdraw 401(k) money to pay my child's college tuition?"

Inside Indiana Business, August 2005: "Does your 401(k) Account Work Like a Pension Plan?"

Indianapolis Prime Times and Indiana Lawyer supplement, July 2005: "IRA: A nest egg for retirement and beyond"

Indianapolis Business Journal, November 1, 2004: "Reevaluating your portfolio can boost your nest egg"

Inside Indiana Business, April 14, 2003: "7 things to do if you're being laid off"

Indianapolis Business Journal - Retirement Planning Guide supplement, April 2003: "It's time to 'buy' your retirement"

IN THE NEWS

Articles written by Chris Baker or Ed Snyder

Indianapolis Prime Times, October 2002: **“Avoid five common investment mistakes”**

Indianapolis Business Journal - Retirement Planning Guide supplement, April 2002: **“Saving for retirement when no time left”**

Indianapolis Business Journal, Feb. 25, 2002: **“Financial education helps employees, employers”**

Indianapolis Business Journal, Jan. 14, 2002: **“Nine smart financial moves to kick off 2002”**

Indianapolis Business Journal, Oct. 22, 2001: **“The stock market and crisis: a historical view”**

Indianapolis Business Journal, March 19, 2001: **“Financial leaders weigh in on death tax”**

Articles mentioning Chris Baker or Ed Snyder

Indianapolis Star, April 17, 2008: **“Lilly looks to trim 500 local jobs”**

Indianapolis Star, February 24, 2008: **“Underwater stock options”**

Indianapolis Business Journal, July 31, 2006: **“Ethanol backer harvesting investors”**



Indianapolis Business Journal – Health Care Benefits supplement, September 19, 2005

“Too many cashing out of 401(k)s”

Indianapolis Star, June 27, 2005: **“Taking stock: Lilly workers get more 401(k) flexibility”**

Indianapolis Star, May 12, 2005: **“No guarantee you’ll get payout, planner says”**

Indianapolis Star, April 13, 2005: **“Dollens is among execs at Guidant selling shares”**

Indianapolis Star, February 27, 2005: **“Guidant sale has hidden cost”**

Indianapolis Star, September 20, 2004: **“Corner Office – Retirement plan calls for strategy”**

Indianapolis Business Journal, September 8, 2003: **“Long unemployment requires solid plan”**

Indianapolis Star, March 10, 2003: **“Financial education eludes workforce”**

Indianapolis Business Journal, February 10, 2003: **“Adding commissions to tuition plan brings results”**

Indianapolis Star, December 7, 2002: **“Investors tally losses as year’s end nears”**

Indianapolis Star, October 20, 2002: **“Smart investor values balance and discipline”**

Indianapolis Star, September 12, 2002: **“Standards sought for financial planners”**

Indianapolis Business Journal, July 29, 2002: **“Advisors say market investors aren’t panicking”**

Indianapolis Star, July 25, 2002: **“News buoys stocks”**

Indiana Business Magazine, July 2002: **“Life planners: Financial planners offer more than advice on money”**

Indianapolis Star, May 31, 2002: **“Better talk finances before you say ‘I do’”**

Indianapolis Star, March 22, 2002: **“Braving Bonds”**

Indianapolis Star, March 3, 2002: **“AES is proof that investors must be alert in mergers”**

Indianapolis Star, February 17, 2002: **“How to keep health insurance in difficult times”**

The Daily Ledger, February 2, 2002: **“Adviser backs diversity in 401(k)”**

Indianapolis Star, Jan. 18, 2002: **“Enron’s fall reshapes thinking on 401(k)s”**

Indianapolis Business Journal, Jan. 14, 2002: **“Financial planning difficult after layoff”**

Indianapolis Star, Nov. 9, 2001: **“Taking charge of your money”**

Indianapolis Star, Oct. 26, 2001: **“Real estate stocks are piquing public’s interest”**

Indianapolis Star, Oct. 8, 2001: **“A sound strategy can lessen unforeseen financial hardship”**

The Daily Ledger, Oct. 2, 2001: **“Interest-rate cuts induce spending”**

Indianapolis Star, Sept. 24, 2001: **“Some stocks still fairly safe in wake of terrorist attacks”**

Indianapolis Business Journal, Sept. 24, 2001: **“Through thick and thin”**

The Daily Ledger, Sept. 13, 2001: **“Financial advisers: No need to Panic”**