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FIRMO INVESTMENT CONSULTING SERVICES

PRESS RELEASE

FIRMO Investment Consulting Services Announces Appointment of Vice President of Investments Carlos Lopez Jr.

Industry Veteran Tapped as Vice President of Investments for Boutique Fee Based and Performance Based Registered Investment Advisory firm.

Dallas / Ft. Worth, Texas; August 5, 2014. FIRMO Investment Consulting Services announced today the appointment of Carlos Lopez Jr. as its Vice President of Investments. FIRMO is an independent, fee-based and performance-based Registered Investment Advisory firm that is dedicated to helping Individuals, Businesses, and Institutions create investment plans and provides money management services to help manage their assets. Transparency, focus, and great client services are what Firms believes in. Firms takes the Investing with a Purpose approach to money management.

Lopez will oversee Firms Investment Consulting Services' fixed income division and institutional services divisions from the Dallas/ Ft. Worth Office at 5048 Tennyson Parkway, Suite 250 Plano, Texas 75024.

His 19 years of financial services industry experience includes working as a Senior Business Analyst at a leading multi-strategy hedge fund in New York City, Golden Tree Asset Management, LP, as a Vice President of High Yield Sales Trading at Stone & Youngberg and as a Investment Advisor at UBS. Lopez is a 1994 graduate of New York University - The Leonard N. Stern School of Business (B.S. in Finance and Economics).

“Carlos will have an immediate and an extremely positive impact on Firms Financial’s growth in fixed income investment strategies and with the development of an institutional money management division which will advance Firms’s vision of becoming one of the largest and most revered companies in the emerging manager space. I know him to be a person of unquestionable morals and character with an outstanding work ethic. I'm excited to have Carlos on our Executive Team and I'm looking forward to working together with him to help grow Firms,” says Firms President & Founder Javier Jimenez.

Lopez is married to his wife Liza for almost nine years; where they call Frisco, Texas their home. In his free time, he has taught biblical stewardship for nearly ten years, including as a small group leader with Crown Financial Ministries. Carlos holds the Qualified Kingdom Advisor (™) designation – the gold standard for providing biblical financial counsel, and is an advocate of BRI Money management.

About Firmo Investment Consulting Services

Firmo Investment Consulting Services was founded in June 2011 by Javier Jimenez, an Investment Professional with over 16 years of consulting experience with Morgan Stanley and Wedbush Morgan Securities. Headquartered in Los Angeles, California, Firmo focuses on servicing individuals and corporations with financial planning, money management and risk management solutions. By allowing clients to choose where to hold their assets, Firmo provides straightforward, unbiased advice and a true hands-on approach to get to know the client, identify purposeful goals, and utilize the best resources available to help manage client objectives. Firmo Investment Consulting Services is a privately held, minority owned business.

To learn more about Firmo Investment Consulting Services please call 310-807-7000 or visit www.FirmoFinancial.com.

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