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FOR IMMEDIATE RELEASE

**HBK Sorce Financial's Dean Piccirillo Joins
The Greater Fort Myers Chamber of Commerce Board of Directors**

FORT MYERS, FL (February 23, 2010) – R. Dean Piccirillo, CFP[®], CRPS[®], AIFA[®], senior financial advisor and principal with HBK Sorce Financial, LLC, has joined the Board of Directors of the Greater Fort Myers Chamber of Commerce.

The Greater Fort Myers Chamber of Commerce represents over 1,400 businesses, professionals, and individuals in Lee County Florida. Piccirillo currently serves on the Chamber's tourism committee, ABC Auction for Education planning committee, and is Chairman of a Chamber Professional Networking Group. In addition to his Greater Fort Myers Chamber of Commerce involvement, Piccirillo is a member of The Financial Planning Association of Southwest Florida, Lee Building Industry Association, the Cape Coral Chamber of Commerce, Cape Coral Construction Industry Association, Southwest Florida Regional Technology Partnership, and is a Steering Committee Member and co-founder of the Social Media Club of Southwest Florida. His volunteer activities include supporting the Lee Memorial Health System Foundation, March of Dimes and Interfaith Caregivers.

A resident of Fort Myers, Florida originally hailing from Erie, Pennsylvania, Piccirillo works closely with families helping them plan for their long-term financial objectives, manage their financial assets effectively and preserve their wealth for future generations.

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During his tenure at HBK Sorce, Piccirillo has served as the firm's Chief Operating Officer as well as HBK Sorce's Chief Compliance Officer. He currently leads HBK Sorce's Retirement Plan Unit working with most of the firm's corporate and institutional clients sponsoring qualified retirement plans.

HBK Sorce Financial is an independent, personal financial planning and investment advisory firm with offices in Pennsylvania, Ohio and Florida. Currently, the firm has over 3,000 personal, corporate and institutional clients with an aggregate total of over \$1 billion in financial assets. HBK Sorce Financial is affiliated with Hill, Barth & King, LLC and its family of service firms and organizations. Established in 1949, Hill, Barth & King is one of the nation's largest accounting and business consulting firms with over 10,000 clients and all the resources of a large, multidisciplinary firm.

Further information may be found at www.hbksorce.com.

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