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FOR IMMEDIATE RELEASE

**HBK Sorce Financial's Piccirillo Named to the Top 300
"Most Influential Advisors in Defined Contribution" by The 401kWire**

FORT MYERS, FL (January 6, 2010) – R. Dean Piccirillo, CFP[®], CRPS[®], AIFA[®], senior financial advisor and principal with HBK Sorce Financial, LLC, was named to the list of 300 Most Influential Advisors in Defined Contribution by The 401kWire.

401(k) industry insiders nationally cast more than 75,000 votes as part of the process used to create this inaugural list. The 401kWire.com, 401kExchange Inc., and the Boston Research Group recognized honorees at a special dinner and awards ceremony December 7, 2009 at the Defined Contribution Professional Institute (DCPI) Conference in Palm Beach Gardens, Florida.

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. He also leads HBK Sorce's Retirement Plan Unit working with most of the firm's corporate and institutional clients sponsoring qualified retirement plans.

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 is currently a member of HBK Sorce Financial LLC's Operating, Investment Policy and Risk Management committees.

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Piccirillo is a member of The Financial Planning Association of Southwest Florida, the Human Resource Management Association of Southwest Florida, Association of Fundraising Professionals Everglades Chapter, The Planned Giving Council of Lee County, The Greater Fort Myers Chamber of Commerce, and the Cape Coral Chamber of Commerce.

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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