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HEADLINE: PRESS RELEASE: Morgan Stanley Smith Barney Announces Alliance with B2B CFO

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Professional alliance offers more holistic approach for business owners HOUSTON—(BUSINESS WIRE)—September 06, 2012—

Morgan Stanley Smith Barney has announced a new national alliance with **B2B CFO**, the largest CFO services firm in the United States. This agreement provides an innovative blueprint for a coordinated effort to meet both the corporate and personal wealth management needs of privately held businesses and their owners.

The relationship, formalized through Morgan Stanley Smith Barney's Professional Alliance Group, allows **B2B CFO** to refer clients to Morgan Stanley Smith Barney and is the exclusive alliance of its kind for B2B CFO, which offers chief financial officer services to companies across the country. The firm has 216 Partners in 45 states, and advises more than 800 clients across North America. Additionally, **B2B CFO** has been recognized as one of the Inc. 500/5000 fastest growing companies for the last three years.

Through this relationship, clients referred by **B2B CFO** may access not only the wealth management expertise of Morgan Stanley Smith Barney financial advisors, but also a more integrated and coordinated approach to their finances and investments. The comprehensive approach of Morgan Stanley Smith Barney financial advisors covers a wide array of financial considerations of a business owner and is closely aligned with the business-specific financial guidance provided to clients by **B2B CFO**.

"This is an important professional alliance for Morgan Stanley Smith Barney," said Michael Brunner, Senior Vice President and Financial Advisor in Morgan Stanley Smith Barney's downtown Houston office. "This concept has the potential to provide a paradigm shift in the way privately held business owners manage their finances. Instead of the traditional 'siloeed' approach that involves multiple advisors, business owners now have the ability to apply a comprehensive strategy to help reach their financial goals for both their family and business."

Stephen Fox, Professional Alliance Group Director in Morgan Stanley Smith Barney's Troy, Michigan office notes, "We are eager to work together with a company like **B2B CFO**. This is an excellent opportunity for Morgan Stanley Smith Barney to provide wealth management services that will complement and enhance the advice and counsel that is provided by **B2B CFO** advisors." The alliance combines the global resources of Morgan Stanley Smith Barney with the experience of B2B CFO.

"**B2B CFO** is excited about this professional alliance because of the added value it will bring to our clients," said **B2B CFO** Founder and Chief Executive Officer Jerry L. Mills. "As one of the world's largest investment firms, Morgan Stanley Smith Barney offers our clients access to world-class investment and wealth management consultation, and it also allows our clients increased access to capital, which is a priority for all business owners."

About Morgan Stanley Smith Barney

Morgan Stanley Smith Barney, a global leader in wealth management, provides access to a wide range of products and services to individuals, businesses and institutions, including brokerage and investment advisory services, financial and wealth planning, credit and lending, cash management, annuities and insurance, retirement and trust services. For further information about Morgan Stanley Smith Barney, please visit www.morganstanleysmithbarney.com.

Morgan Stanley (NYSE: MS) is a leading global financial services firm providing a wide range of investment banking, securities, investment management and wealth management services. The Firm's employees serve clients worldwide including corporations, governments, institutions and individuals from more than 1,200 offices in 43 countries. For further information about Morgan Stanley, please visit www.morganstanley.com.

About **B2B CFO**

Headquartered in Phoenix, Ariz., the firm was founded in 1987 by Jerry L. Mills who pioneered the "1099 CFO" concept. Today, **B2B CFO** is the nation's largest CFO services firm serving entrepreneurial, growth and mid-market companies. The firm's partners have an average of 25 years of experience and each individual partner is a senior level executive with a broad range of expertise. The partners help businesses grow through a proven six step process called "The Gameplan"(TM). Please visit online at www.B2BCFO.com to find out more about the company and **B2B CFO** careers.

Morgan Stanley Smith Barney LLC. Member SIPC.

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