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**Moneta Group Names William A. Hornbarger as New
Chief Market Strategist**



Editor's Note: Hi-resolution photo available upon request

ST. LOUIS—Oct. 20, 2009— [Moneta Group](#), one of the country's leading independent financial planning and consulting firms, has announced that William A. Hornbarger has joined the Company as [Chief Market Strategist](#).

"Bill is an excellent fit for Moneta Group," says Gene Diederich, CEO at Moneta Group. "We have been looking for the right person to fill this role for a very long time, and Bill is exactly who we have been looking for. We are excited to introduce Bill to our clients and the community, and very pleased to welcome Bill to the Moneta family."

Hornbarger brings twenty-three years of expertise and experience to Moneta Group's Investment Department, most recently serving as Chief Fixed Income Strategist at Wachovia Securities, which acquired A.G. Edwards & Sons, Inc. in October 2007. As a member of the firm's investment strategy committee, he was responsible for formulating the firm's cyclical, strategic and tactical asset allocations, as well as providing input on all other asset classes. Hornbarger also provided guidance on market implications for various bond sectors and formulated Capital Market Assumptions for fixed income asset classes. Additionally, he worked with clients on custom investment strategies and portfolios.

Hornbarger holds a B.S., Business Administration and a MBA from Saint Louis University. He resides in St. Louis County with his wife and three children.

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About Moneta Group

Headquartered in St. Louis, Missouri, Moneta Group provides "[Family CFO](#)" services to a select group of successful families. Founded in 1905, the firm's primary role is serving as their clients' advocate - while helping them negotiate the many complexities encountered in managing their financial affairs. Advice is provided across a broad range of topics including investment management, retirement planning, estate planning, risk management, business succession planning, income tax planning, employee compensation planning and education funding. As the Family CFO, Moneta allows their clients the opportunity to continue doing what they do best: building wealth, pursuing hopes, and living the life of their dreams. For more information on Moneta Group, visit www.monetagroup.com.