

Montecito Capital Management & Founder, Kip J. Lytel, Selected as One of 10 The Most Dependable™ Wealth Managers of Southern California

Montecito Capital Management & Founder, Kipley J. Lytel, CFA has been selected as one of The Most Dependable™ Wealth Managers of Southern California for 2008. The list of the Most Dependable™ Wealth Managers of Southern California is scheduled to be published in the July 21st issue of Forbes Magazine.

August 6, 2008 (FPRC) -- Santa Barbara & Los Angeles, California:

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The firm's founder Kip Lytel, CFA, acknowledged this accolade by stating 'we have consistently strived to deliver outstanding investment advisory services to our clients and have been rewarded with great performance results, loyal clients, prominence in our community and a dynamic firm that aims to simply create wealth and deliver retirement dreams. We are delighted that after a thorough and exhaustive evaluation, we are featured in FORBES as one of the Top 10 in Southern California for 2008.

'Montecito Capital Management truly distinguished itself during our evaluation of the industry,' said Allen Scott, Research Director, Goldline Research. 'The firm met or exceeded every expectation we have for holistic, client-centric firms' Over 780 Wealth Managers were evaluated during the selection process and the response was overwhelming.

Montecito Capital Management was able to differentiate itself in a candidate pool with an average client to advisor ratio of one advisor for every sixty-nine clients, median assets under management of \$327 Million and an average of 33 years of experience. Mr. Scott further elaborated, stating that Montecito Capital Management stood apart from the other candidates that were evaluated because of the strength of their client references.

Montecito Capital Management brings institutional level investment solutions to individual high-net worth clients with a suite of services that include traditional investment asset classes, alternative assets and hedged strategies, all of which aim to deliver steady positive portfolio results in tandem with a comprehensive financial plan.

Goldline Research is a third-party, independent research firm specializing in evaluating professional services firms. Goldline Research undertakes an extensive, in-depth research process to review all qualified companies in a respective area. Its proprietary research process includes individual company interviews and quantitative analysis of key company data, as well as customer reference checks to confirm high levels of customer service. Those companies that ultimately earn Goldline Research's Most Dependable™ designation demonstrate a commitment to service unparalleled in their industry.

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