

From CNN To CBS To GKV Capital, Wall Street's Best On The Street Energizes Personal Portfolio Management

A growing affluent market increasingly turns to the experts at GKV for professional asset oversight.

For Immediate Release

WALNUT CREEK, Calif./EWorldWire/Nov 13, 2007 --- Affluent consumers with greater than a million dollars in assets who are looking for highly specialized, quality investment management quickly find the seasoned skills and superior level of customized service of the firm of GKV Capital strikingly apparent. An independent advisory firm with robust investment expertise, the company is not tied to or affiliated with any investment bank or financial institution, allowing GKV Capital portfolio managers, Peter Vogel and Greg Vogel, freedom to manage client assets without a conflict of interest and to maintain relationships across most major and discount brokerage firms, resulting in significant discounts - generally between 80 and 95 percent below full brokerage commission charges. Client assets are not comingled as they are in a mutual fund, hedge fund or even a model portfolio, and by reducing the spread on fixed income transactions, GKV reduces client cost and increases yield. Says Greg Vogel, "Intimately and precisely understanding the detail of each client's risk profile and goals facilitates the design of powerful, personalized portfolios. GKV blends an appropriate combination of equities (stock) with fixed income (bonds), synthetic securities, private real-estate partnerships, and even private equity for the client. We do not direct assets to other money managers, mutual funds, or outside entities which incur additional fees for the client." With custodianship of all assets held outside the firm, clients receive third-party corroboration and detail of their accounts assets and performance via statements and trade confirmations from their financial institution in addition to GKV's statements. Management fees are based on total assets under management - based on a portfolio of \$1,000,000 or more - are capped at one percent of total assets. GKV does not charge set-up or termination fees, a carry or performance-based fee, or any additional fees for asset management services in common equity or fixed income portfolios. "GKV's small size is favorable and easily allows adjustment to changing market conditions - to focus on growth or income, domestic or international securities, or particular investment sectors as necessary to meet the goals of each account," adds Greg. GKV performs its own fundamental research, and it scrutinizes technical information from multiple sources - investment sources both on and off Wall Street - on individual companies, municipalities and industries, and evaluates real-estate opportunities in-house, which it prepares as commentary and publishes on its Web site, <http://www.gkvcapital.com>. GKV offers an unbiased view of future outlook on investing, and in the coming weeks will cover environmentally green stocks. Greg Vogel's extensive expertise has been shared in personal interviews with national media covering the stock markets, investment and finance areas, along with written commentary and

broadcast appearances on CNN, CNNfn, CBS and Bloomberg. To arrange for an interview, Greg Vogel can be reached at GKV Capital at (925) 407-4771 or by e-mailing greg@gkvcapital.com. A complimentary analysis of current portfolio may be scheduled by [METHOD]. Visit <http://www.gkvcapital.com> for more details about the capabilities and services offered by GKV Capital. About Peter Vogel And Greg Vogel Peter Vogel

Peter Vogel founded GKV Capital Management in 1975 after holding positions at Citibank in New York and Western Asset Management as a portfolio manager. He holds an M.B.A. from Columbia University Graduate School of Business and a B.A. from Colgate University. Greg Vogel Greg Vogel joined GKV Capital Management in 2002 after serving seven years Banc of America Securities LLC, rising to managing director and senior research analyst. Greg helped build the software equity research group and as co-head of software research, he was responsible for coverage of Microsoft, Oracle, Adobe and other industry leaders and was ranked in The Wall Street Journal "Best on the Street" analyst survey for the software industry.

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