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**BUCKINGHAM ASSET MANAGEMENT'S IRV ROTHENBERG  
WINS AICPA'S 2010 PFP DISTINGUISHED SERVICE AWARD**

(Santa Rosa, Calif. — January 20, 2011)

[Irv Rothenberg](#), wealth advisor and founder of [Wealth Management Consultants](#) (WMC), a division of Buckingham Asset Management, LLC, received the [2010 Personal Finance Planning Distinguished Service Award](#). The annual award goes to an AICPA volunteer who significantly contributes to the advancement of personal financial planning as a practice discipline.

“Irv exemplifies the best of the CPA financial planning profession,” said James Metzler, AICPA vice president for small firm interests. “He has made enormous contributions through the years to establish the CPA financial planner as the premier financial advisor and has demonstrated a commitment to financial literacy that is unmatched. He is a role model for financial planners everywhere.”

“While I’m extremely excited and thrilled that Irv received this award, I’m not at all surprised,” said [Adam Birenbaum](#), Buckingham’s chief executive officer. “Irv has made doing the right thing for his clients a trademark of his distinguished career. This award is very well deserved and serves as a testament to both the quality of person and advisor Irv is. I am honored to consider Irv a friend and colleague.”

Rothenberg founded Santa Rosa, Calif.-based WMC in 1995. Among other distinctions, Rothenberg has been named one of the “Best Financial Planners for Doctors” by *Medical Economics* and been included in *Worth* magazine’s list of the “Best Financial Advisors in America.” WMC merged with Buckingham in October 2010.

About Buckingham Asset Management

Based in St. Louis, Buckingham Asset Management, LLC is led by a team of 13 principals and manages more than \$2.8 billion in client assets (as of December 31). Our investment approach centers on Modern Portfolio Theory and passive investing primarily through the use of passively managed mutual funds and Buckingham’s proprietary fixed income portfolio design and execution capabilities. We offer fee-only investment management for individuals, businesses, trusts, not-for-profits and retirement plans. For more information, visit [www.investmentadvisornow.com](http://www.investmentadvisornow.com).

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