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### **THREE NEW PRINCIPALS AT BUCKINGHAM ASSET MANAGEMENT**

(St. Louis — January 24, 2011)

Buckingham Asset Management, LLC is pleased to announce the election of Madaline Creehan, Joe Goldberg and Al Sears as our newest principals. Their dedication and experience have allowed them to make significant contributions to Buckingham in key positions within the organization.

All three will continue serving in their current capacities:

- ▲ Madaline Creehan as a wealth advisor
- ▲ Joe Goldberg as director of retirement plan services and director of business development
- ▲ Al Sears as director of fixed income

“We couldn’t be more pleased with the election of these three talented individuals as principals,” said Adam Birenbaum, Buckingham’s chief executive officer. “All three have made a significant difference in serving our clients, and we look forward to their continued leadership within the firm.”

In addition, Jeff Remming has been named chief operating officer for the firm. Jeff takes over the responsibility from Steve Lourie, who will serve the firm as the principal in charge of human resources.

#### 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.

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