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**PITCAIRN RECEIVES INDUSTRY AWARD
FROM FAMILY FIRM INSTITUTE**

HONORED FOR EDUCATING BUSINESS FAMILIES OF WEALTH

New York, NY (October 7, 2009)—Pitcairn, a leading multi-family office, received the 2009 Interdisciplinary Achievement Award from the Family Firm Institute (FFI), a professional membership association founded in 1986, at its recent annual meeting. The award was given in recognition of Pitcairn’s outstanding achievement in the advancement of interdisciplinary services to business families. The award was accepted by Dirk Jungé, Pitcairn’s chairman and chief executive officer.

FFI’s criteria for giving this award is for an organization engaged in providing and/or advocating an interdisciplinary approach to the delivery of professional services to family businesses, exemplary success in using this approach and making a significant contribution to the promotion of the approach. Critical to Pitcairn being honored was the publication of a white paper earlier this year on how family offices are best positioned to manage multi-generational wealth. The paper was entitled, “Sustaining Generational Wealth: The Family Office Answer.”

In accepting the award, Jungé said: “Since Pitcairn’s founding, we have been committed to helping family businesses and families of wealth.” He emphasized: “It’s in our DNA.”

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PITCAIRN

Jungé is a fourth generation member of the Pitcairn family and has been an FFI member since 1991. He is a past FFI board member, FFI Fellow, and recipient of the FFI Barbara Hollander Achievement Award for his interest in family business and devotion to education and learning.

About Family Firm Institute (FFI)

FFI is an international professional membership organization dedicated to providing interdisciplinary education and networking opportunities for family business and family wealth advisors, consultants, educators and researchers and to increasing public awareness about trends and developments in the family business and family wealth fields.

About Pitcairn

Pitcairn is one of the world's preeminent multi-family offices, dedicated to helping families sustain and grow their substantial, often complex financial assets and supporting the unique heritage of its clients across multiple generations. Pitcairn has been recognized as an innovator and leader in the multi-family office industry since its inception as a family office in 1923. Today, Pitcairn continues to redefine the family office experience for generations of the world's wealthiest families.

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