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**RICK PITCAIRN, CHIEF INVESTMENT OFFICER OF PITCAIRN,  
ADDRESSES FAMILY OFFICE FORUM**

**Chicago, IL (June 12, 2009)**—The future of the multi-family office business model was outlined by Rick Pitcairn, chief investment officer of the Philadelphia-area based multi-family office before the Institute of International Research’s three-day *16<sup>th</sup> Annual Family Office Forum* held in Chicago this week.

Appearing on a panel entitled “Pinpointing Future Opportunities for Multi-family Offices: Paving the Road for an Evolving Business Model,” Rick Pitcairn said, “Families of wealth have taken the blinders off. Instead of fixating on high returns—at the cost of high risk and illiquid investments, they are now focusing with a watchful eye that understands multiple levels of risk and requires attentive due diligence. Demand for transparency of advice is more critical than ever.”

Attendees heard from family office executives and advisors at this annual forum that was designed to take high net worth families and individuals through the most pressing issues across all aspects of high net worth wealth management, investments, tax issues, family dynamics, administration, philanthropy and risk management.

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**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 their unique heritage 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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