



For Immediate Release:

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News Release

Steven Cox Joins Qualified Retirement Planning Group at NUA Advisors

*An Independent Registered Investment Advisory firm, NUA
specializes in non-traditional investments within
Self Directed Retirement Accounts (SDRA)*

COLUMBUS, Ohio (May 17, 2010) – Steven D. Cox, CPA, has joined NUA Advisors, LLC, an investment advisory firm specializing in non-traditional investing within retirement accounts, to establish a Midwest division of NUA's Qualified Retirement Planning Group.

Cox, who will be based in Columbus, Ohio, brings 25 years of experience in the employee benefit field to the team at NUA, where he will focus on adding non-traditional investments to the mix of investments available in 401(k) and defined benefit plans. Before joining NUA in early May, he served as the Benefits Finance Director at a Fortune 100 firm.

“Steve’s expertise in 401ks and other employee plans is going to help us strengthen the NUA mission to help employers reap the benefits of non-traditional investments,” said Laurie Bachelder, Chief Compliance Officer and a Principal of the firm. The appointment of Cox means NUA, which has offices in Portland, Maine and Lexington, Mass., will now have an office in Ohio, further solidifying its reach as a national firm.

“NUA is uniquely positioned to provide investment advisory services for both traditional and non-traditional investments,” Cox said. “In addition, NUA is virtually unmatched in their experience with SDRA. With the expansion of NUA’s advisory services into 401(k)

and other qualified plans, NUA is at the top of the investment industry in providing diversification solutions to clients who are looking for a new approach to investing.”

Cox’s expertise in employee benefit plans includes plan administration, custodial relations, ERISA compliance, investment reporting, financial statement preparation and governmental reporting for plans of all sizes. He is a member of the American Institute of Certified Public Accountants and is a Certified Employee Benefit Specialist (CEBS), a designation from the Wharton School of Business and the International Foundation of Employee Benefit Plans. Cox also is a Qualified Plan Administrator (QPA), a designation from the American Society of Pension Professionals and Actuaries.

A resident of Gahanna, Ohio, Cox is a 1980 graduate of Muskingum University in New Concord, Ohio. He can be reached at (614) 440-3180 or steven@nuaadvisors.com.

NUA Advisors, LLC is an independent investment advisory firm that is bridging the gap between traditional and non-traditional investing. The firm, which was recently named a 2010 Five Star Wealth Manager by Crescendo Business Services, an independent research firm, is unique in that its team of experienced and knowledgeable professionals specializes in non-traditional investments within a Self Directed Retirement Account (SDRA). NUA advises clients on traditional securities investments such as stocks, bonds and mutual funds, as well as non-traditional investments. NUA serves clients throughout the nation from offices in Portland, Maine and Lexington, Mass. For more information contact NUA Advisors at info@nuaadvisors.com or visit NUA online at www.nuaadvisors.com.

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