



NEWS ADVISORY

Global Financial Crisis Takes Center Stage at Socially Responsible Investment Industry Conference

Industry leaders to discuss long-term impacts and opportunities of the global financial crisis

Record number of participants expected to attend the 19th annual SRI in the Rockies Conference, October 26-28, 2008

COLORADO SPRINGS, CO—October 21, 2008— Socially responsible investment industry leaders will focus considerable attention on the global financial crisis at the 19th annual SRI in the Rockies Conference October 26-28, 2008.

A record 720 participants are expected to converge on The Fairmont Chateau Whistler, in Whistler, British Columbia. Several of the [scheduled](#) conference sessions will feature experts discussing how socially conscious investors can help to reshape the future of the global financial system around the principles of transparency, fairness, good governance, and long-term thinking, including:

- A CEO Roundtable on Industry Trends;
- A Banking Sector panel focused on Sustainable Global Finance;
- A session on Philanthropy and Mission-Related Investing;
- An expert panel on the Sub-Prime Mortgage Situation;
- A roundtable discussion with International SRI Industry Leaders;
- A discussion about how wise management of environmental, social, and governance (ESG) issues can reduce risk and position companies to excel over the long term; and
- A Special Session that will focus specifically on the global financial crisis.

“This is a unique opportunity for SRI leaders to strategize on integrating the principles of socially and environmentally responsible investing – such as responsible corporate governance – into the nation’s financial infrastructure moving forward,” said Lisa Woll, Chief Executive Officer of the Social Investment Forum (SIF).

SRI in the Rockies, a collaboration between [First Affirmative Financial Network](#) and the [Social Investment Forum](#), is the premier annual conference for the sustainable and responsible investment (SRI) industry in North America.

“The financial crisis has put a spotlight on some of the worst practices on Wall Street, many of which socially conscious investors have worked to remedy over the years,” said George R. Gay, CEO of First

Affirmative Financial Network and a Director of the Social Investment Forum. “We believe that a more socially responsible approach to investing can—and should—play a role in helping to transform the investing world.”

SRI in the Rockies takes place against the backdrop of an industry that continues to expand rapidly. According to the SIF’s “[2007 Trends Report](#),” nearly one out of every nine dollars under professional management in the U.S. in 2007 was involved in SRI. From 2005-2007, SRI assets increased more than 18 percent while the broader universe of professionally managed assets expanded less than 3 percent.

ABOUT THE SOCIAL INVESTMENT FORUM (SIF)

SIF is the U.S. membership association dedicated to advancing the concept, practice, and growth of [socially and environmentally responsible investing](#). SIF members integrate economic, environmental, social, and governance factors into their investment decisions. SIF membership includes more than 500 social investment practitioners and institutions, including financial professionals, analysts, portfolio managers, banks, mutual funds, researchers, foundations, community development organizations, and public educators. More information about the Forum, including the *2007 Report on Socially Responsible Investing Trends in the United States*, is available at www.socialinvest.org.

ABOUT FIRST AFFIRMATIVE

First Affirmative Financial Network, LLC (www.FirstAffirmative.com) is an independent fee-only Registered Investment Advisor (SEC File #801-5687). The company, which manages about \$700 million in client portfolios, offers consulting and asset management services through a nationwide network of investment professionals who specialize in serving socially conscious investors. First Affirmative produces the annual SRI in the Rockies Conference (www.SRIintheRockies.com), the premier conference for the sustainable and responsible investment industry in North America.

REGISTRATION AND SPONSORSHIPS

To register to attend the conference, go to www.sriintherockies.com/register.jsp. For assistance with registration and sponsorships, please contact Krystala Kalil at 303-442-4463 / krystala@SRIintheRockies.com.

MEDIA QUESTIONS

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