

# HERNDON CAPITAL<sup>®</sup>

## Management

### ATLANTA LIFE INVESTMENT ADVISORS ANNOUNCE NAME CHANGE TO HERNDON CAPITAL MANAGEMENT

Atlanta, GA [March 29, 2010] Atlanta Life Investment Advisors, LLC (ALIA), is pleased to announce that it will now operate under the name Herndon Capital Management, LLC (HCM). The change, which is effective March 31, 2010, comes as the firms' majority shareholder, Atlanta Life Financial Group, celebrates its 105<sup>th</sup> anniversary.

"This name change gives us the opportunity to honor Alonzo Franklin Herndon, the man who was the genesis of Atlanta Life Insurance Company, Atlanta Life Financial Group and Atlanta Life Investment Advisors, in a fashion that will forever preserve his legacy," said Randell A. Cain, Jr., Principal and Portfolio Manager, Herndon Capital Management.

Alonzo Franklin Herndon, a former slave, founded what is currently Atlanta Life Financial Group in 1905. Herndon began his successful entrepreneurial track owning and operating a barber shop, the only African American business located on historic Peachtree Street in 1902. Also revered for his philanthropic endeavors, Alonzo Herndon became Atlanta's first African American millionaire.

"Mr. Herndon was a visionary who not only persevered in the most difficult of circumstances, but also flourished as a business man," said Drake J. Craig, Principal and Chief Operating Officer, Herndon Capital Management. "The name Herndon Capital Management not only pays homage to a great historical African American leader, but also better identifies who we are as an organization and properly epitomizes the entrepreneurial spirit, high ethical standards, and excellence that we consistently strive to achieve and want permanently ingrained as part of our company's culture."

Cain adds, "It also gives each employee of the organization the responsibility to build on his foundation to continue to strive for excellence and significance in all that we do."

Herndon Capital Management's Chief Investment Officer and Principal, Kenneth Holley adds, " 'A rose by any other name...' Our name will change, but many things will not. It is the sincere desire of its principals that this firm, by whatever name it is known, continue to earn a reputation for our bottom-up stock research, the performance of our portfolios and the caliber of our relationships with our clients."

In May 2009, Holley, Craig and Cain ownership stakes increased, each expanding from ten to fifteen percent. Atlanta Life Financial Group remains the majority shareholder.

As of March 25, 2010, the firm manages over \$1.6 billion for approximately 60 institutional clients.

#### **About Herndon Capital Management**

Founded and registered with the SEC in 2001 as Atlanta Life Investment Advisors, Herndon Capital Management is an institutional investment management firm specializing in large capitalization equity strategies.

Herndon Capital Management offerings include four investment products:

Large Cap Core International, managed by Kenneth R. Holley, CFA, Chief Investment Officer and Principal; Large Cap US Growth, managed by Drake J. Craig, CFA, Chief Operations Officer and Principal; Large Cap US Value, managed by Randell A. Cain, Jr., CFA, Principal and Portfolio Manager; and Large Cap US Core, managed by Holley, Craig and Cain collectively. For more information, please visit [www.herndoncap.com](http://www.herndoncap.com).

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Pictured from left to right:  
Kenneth R. Holley, CFA, Chief Investment Officer and Principal, Randell A. Cain, Jr., CFA, Principal and Portfolio Manager, and  
Drake J. Craig, CFA, Chief Operations Officer and Principal.



Kenneth R. Holley, CFA, Chief Investment Officer and Principal



Drake J. Craig, CFA, Chief Operations Officer and Principal



Randell A. Cain, Jr., CFA, Principal and Portfolio Manager