

## For Immediate Release

March 24, 2010

### Krull & Company Teams up with Minerva Planning Group of Atlanta

Krull & Company, one of the East Coast's leading socially and environmentally responsible financial services firms, announced today that it has entered into a cost-sharing arrangement with Minerva Planning Group a registered investment advisor based in Atlanta and Saint Simons Island, Georgia. The merger creates a firm with nearly \$60 million in assets under management.

Peter Krull, President of Krull & Company said, "We are very excited about the possibilities the arrangement will afford us. This provides a tremendous growth opportunity and we look forward to getting started right away."

The relationship will allow Krull & Company to begin hiring representatives to market the firm's socially and environmentally responsible investing concept. In addition, it adds administrative support and the planning strength of Minerva to Krull & Company's lineup of services.

Micah Porter, CFA,CFP®, is the President and CEO of Minerva Planning Group. "Micah's business experience will be a great asset to us," said Krull. "His understanding of comprehensive financial planning will be a huge benefit our current and prospective clients."

Peter Krull is well known in the green business community and is a staunch advocate for the environment. He was selected as a 40 under 40 business leader by the *Savannah Business Report & Journal* in 2009. He is a frequently published author on environmental and investing issues as well as a regular speaker along the East Coast. "Pete has built a niche for himself helping clients who are committed to socially responsive investing, and we look forward to supporting the firm's continued growth," said Mr. Porter.

#### About Krull & Company

Krull & Company, founded in 2004, is a leader in sustainable and responsible investing. The firm is a member of the Social Investment Forum and is a signatory of the United Nations Principles for Responsible Investing (PRI) program. The firm donates at least one percent of its revenues to socially and environmentally-centered charities and is carbon neutral through Native Energy.

#### About Minerva Planning Group

Minerva Planning Group is a fee-only financial planning firm that has been providing comprehensive financial planning and investment management to clients in Georgia and nationwide for over 20 years. Our clients come from many walks of life, but they all share a need for financial peace-of-mind as they pursue their goals.

For more information or to schedule an interview, contact Krull & Company at 877-235-3684 or [pkrull@krullandcompany.com](mailto:pkrull@krullandcompany.com) or visit [www.krullandcompany.com](http://www.krullandcompany.com).

