



JovFinancial Solutions Announces Appointment of Hahn Investment Stewards as Sub-Advisor for Three Jov Funds

Toronto, Ontario – March 29, 2011 – JovFinancial Solutions Inc. (“**JFSI**”) is pleased to announce that, effective April 1, 2011, Hahn Investment Stewards & Company Inc. (“**HAHN**”), a national portfolio management firm headquartered in Kelowna, B.C., will assume the sub-advisory role for three of the JFSI funds and, concurrently with HAHN’s appointment, the names of the three funds will change.

The JFSI funds to be sub-advised by HAHN, and their new names, are listed below (the “**Funds**”).

CURRENT NAME	NEW NAME
Jov Fiera Conservative Tactical Portfolio	Jov Conservative ETF Portfolio
Jov Fiera Balanced Tactical Portfolio	Jov Income & Growth ETF Portfolio
Jov Fiera Growth Tactical Portfolio	Jov Growth ETF Portfolio

Each of the Funds seeks to achieve its individual investment objective primarily through the use of a diversified basket of exchange traded funds (“**ETFs**”) that provide direct or indirect exposure to the applicable global markets or sectors.

“HAHN has one of the longest track records in the world managing ETF-only global portfolios,” said Grant Rush, President of JFSI. *“With their demonstrated knowledge and experience, we expect our partnership with Hahn to be beneficial for investors.”*

The lead portfolio managers at HAHN will be Director of Research, Tyler Mordy, and CIO, Wilfred Hahn. Mr. Mordy is a leading expert in ETFs globally and an advisory board member of IndexUniverse.com’s Analytics platform, a leading independent authority on ETF analysis. Wilfred Hahn has worked in the global financial and investment industry over a period spanning three decades, establishing a strong reputation in global investment strategy.

HAHN is a related company to JFSI, and to JovInvestment Management Inc., the investment manager of the Funds responsible for providing or retaining portfolio management services for the Funds.

About Hahn Investment Stewards & Company Inc.

HAHN builds and manages globally-diversified portfolios for its clients using ETFs, and is recognized as an innovator in the investment management industry. Founded by Wilfred Hahn in 2001, HAHN has one of the longest track records in using ETFs to deliver investment returns to its clients, utilizing a disciplined, low-cost approach to managing money. HAHN is a member of the Jovian Capital Corporation group of companies.

About JovFinancial Solutions Inc.

JFSI is a leading Investment Fund Manager and member of the Jovian Capital Corporation group of companies. JFSI offers investors a unique brand of investment products and portfolio solutions that combine competitive fees, superb performance, renowned third party investment managers and client service excellence. In its first year, JFSI has grown to manage in excess of \$200 million of client assets. The line-up of quality investment products includes one of Canada's first mutual fund wrap programs that features a tactical investment approach by investing in exchange traded funds.

For more information:

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