FOR IMMEDIATE RELEASE:

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Pure Financial Advisors, Inc. Hires Well-Known Financial Planner Matthew Horsley, CFP®

SAN DIEGO, CALIFORNIA (November 17, 2008) - Pure Financial Advisors, Inc. announced today that Matthew Horsley, CFP® has joined its team of financial advisors. In this role, Matt will be working directly with clients to help them realize their specific financial objectives.

"Matt's impressive experience providing comprehensive planning advice for affluent families, combined with his proven record of exceptional client satisfaction lends him to be a perfect fit for the firm," says Michael Fenison, Founder and CEO of Pure Financial Advisors. "He is a welcome addition to our growing team of financial planners."

Prior to joining Pure Financial Advisors, Matt served as a Senior Relationship Manager for seven years with a local wealth management firm specializing in financial and estate planning services for high-net-worth individuals. In that role, Matt developed and implemented advanced financial plans which coordinated tax planning, estate planning, insurance, and investment management disciplines.

"Pure Financial Advisors is unlike any asset management firm I have seen. Its retainer- based business model and commitment to total transparency ensures that the client's best interest is always the first priority," says Horsley. "I look forward to servicing my clients under this unique model that eliminates conflict of interest."

Matt's experience and broad range of knowledge is recognized throughout San Diego County. He currently serves as a commentator on San Diego 6 News and has regularly contributed to Fox News in the Morning Weekend. He also hosted a financial news program for two years on KOGO AM 600. He serves as president of the San Diego Society of Financial Service Professionals and is a member of the Development for the San Diego Center for Children. In February 2009, San Diego Magazine will recognize Matt as a Five Star Wealth Manager – Best in Client Satisfaction. In addition, he volunteers his time locally with The Children's Hospital in the Hematology and Oncology Unit.

Matt received his bachelor's degree in Finance from the University of Michigan in 1993 and his CERTIFIED FINANCIAL PLANNER™ designation in 2002.

About Pure Financial Advisors, Inc.
Pure Financial Advisors is a Registered Investment Advisor that eliminates the conflicts of interest built into traditional financial planning and money management models. For a fixed annual fee, Pure clients receive a comprehensive, continuously updated fiduciary-advised financial plan, including tax and living trust preparation, and asset management. Pure Investment Advisor Representatives are compensated only for financial planning services, never by asset fees, product sales or commissions, and all costs are completely transparent to clients. Pure provides high-quality wealth management services without requiring clients to be high net worth. For more information, visit www.purefinancial.com.

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