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Announcement

MARIO NARDONE, CFA, JOINS MORRIS FINANCIAL CONCEPTS, INC.

For Immediate Release

Feb 02, 2010 –Mt. Pleasant, SC. –Morris Financial Concepts, Inc, a nationally recognized fee-only financial planning firm in Mt. Pleasant, is pleased to announce that Mario Nardone, CFA, has joined the firm. Mario relocated to Charleston after ten years with Vanguard in Valley Forge, PA. While at Vanguard, Mario served as an Analyst in their institutional client advisory business, performed portfolio manager due diligence as part of the Portfolio Review Group, and most recently worked with financial advisor clients nationwide as a Manager on the Vanguard ETF Product Management team. Mario became a CFA (Chartered Financial Analyst) charterholder in 2003. Mario will serve as the firm's investment analyst, and his academic and professional experience will complement the firm's existing first-class offering.

The Chartered Financial Analyst® (CFA®) designation is regarded to be the key certification for investment professionals, especially in the areas of research and portfolio management. The CFA designation is given to investment professionals who have successfully completed the requirements set by the globally recognized CFA Institute.

About CFA Institute

CFA Institute is the global association for investment professionals. It administers the CFA and CIPM curriculum and exam programs worldwide; publishes research; conducts professional development programs; and sets voluntary, ethics-based professional and performance-reporting standards for the investment industry. CFA Institute has nearly 100,000 members, who include the world's 83,119 CFA charterholders, as well as 136 affiliated professional societies in 57 countries and territories. More information may be found at www.cfainstitute.org

About Morris Financial Concepts, Inc.

Morris Financial Concepts is a nationally recognized, *fee-only* financial planning firm located in Mt. Pleasant; SC. Founded in 1987, the firm does not accept commissions or compensation related to the products and services they recommend. Their counsel is based solely on what they believe is best for each client. More information may be found at www.mfcplanners.com