

New Hope for Retirement Accounts... Objective: Higher Returns with Less Risk

Robert W. Colby Offers a Better Alternative for Investment Management.

New York, New York – April 6, 2010 – Today, Robert W. Colby, CMT, announced a new alternative plan designed to rescue 401(k) and IRA accounts, many of which have lost money over the past ten years.

An Innovative Method. Mr. Colby has developed an innovative investing method based on a unique combination of Relative Strength and Systematic Trend Identification. This method has yielded strong test results in simulated trading over decades of actual historical market data. His Relative Strength method was featured in the June 4, 2007 issue of *Forbes Magazine*, and his Systematic Trend Identification method was described in his 820-page research book, *The Encyclopedia of Technical Market Indicators*, Second Edition, McGraw-Hill Publishing, 2003.

Based on Decades of Research. Mr. Colby, who has more than 40 years of professional experience analyzing and trading in financial markets, states, “My Relative Strength method is based on a proprietary mathematical calculation designed to precisely quantify and rank world markets. The criteria are completely objective and require no opinions, estimates, or guesswork of any kind. An unbiased ranking uncovers the investments that exhibit the most promising positive changes in price. Research shows that investments that have shown the highest price increase (over a relevant past period) are more likely to continue to outperform and offer the greatest potential for future returns.” To read more about Colby’s relative strength method, go to www.colbyassetmanagement.com/whitepaper.pdf.

A Viable Alternative. “Sadly, too many 401(k) and IRA accounts have been neglected, undermanaged or mismanaged. Many have lost money over the past decade. Retirement plans are underfunded. The aggressively marketed, name brand, highly advertized advisers on Wall Street have been more concerned with lining their own pockets than with preserving and growing investors’ portfolios,” Mr. Colby observes. “Finally, there is a viable alternative. No one can guarantee specific returns, but I will use all my knowledge based on 40 years of experience to preserve and grow your retirement accounts using my research-based, thoroughly tested methods.”

Secure Custody, Efficient Trading. Mr. Colby has made arrangements with Shareholders Service Group to provide custodial services and asset-based pricing for Colby’s clients. “Since our investing approach requires moderately active trading, controlling trading costs is paramount. Shareholders Service Group is offering our clients an asset-based trading fee, so we can fine-tune our clients’ accounts as needed without incurring higher costs,” said Colby. While Colby will work with any custodian, like Fidelity, Schwab, or TD Ameritrade, the low fees at Shareholders Service Group may be advantageous for Colby’s clients.

Shareholders Service Group also has an excellent reputation service and reliability. Client accounts are insured by The Securities Investor Corporation (SIPC), www.sipc.com, up to \$500,000 per customer, including a maximum of \$100,000 for cash claims. Additional asset protection is provided through Lloyd’s of London, www.lloydsolondon.com.

Getting Started Is Easy. Individuals sign simple forms to “roll over” existing accounts and to authorize Robert W. Colby to manage their investments.

About Robert W. Colby Asset Management, Inc.

Robert W. Colby Asset Management, Inc. is a flat-fee, independent, New York State Registered Investment Advisory Firm.

Robert W. Colby, CMT, is the Chairman and Founder of the firm.

Previously, Mr. Colby served as a consultant to institutional and private investors and traders, providing custom research services and trading systems tailored to clients’ objectives, whether short-term trading,

long-term investing, stocks, or commodities. His clients include the most successful traders and investors in the world.

Mr. Colby also worked as a vice president of research at a major brokerage firm, as a proprietary trader, and as an adjunct professor at both New York University and New York Institute of Finance, where he developed new courses on investment analysis and market timing.

Mr. Colby is the author of *The Encyclopedia of Technical Market Indicators*, Second Edition, McGraw-Hill, 2003, which has become the standard reference for indicator and trading systems design. In addition, he has been featured in *Forbes*, *Institutional Investor*, *Technical Analysis of Stocks & Commodities*, *SFO* (Stocks, Futures and Options Magazine), *Active Trader*, *The Technical Analyst*, *Market Watch*, *TradingMarkets.com*, *Physician's Money Digest*, *PC Magazine* (technical analysis software reviews), and *Futures Magazine*.

William A. Anderson is the CEO and Managing Partner of the firm.

Mr. Anderson joins Robert W. Colby Asset Management, Inc. with a wealth of knowledge, a passion for creating wealth, and a sincere desire to see our clients succeed. Mr. Anderson is responsible for the daily operations of the firm, including the management of client accounts, customer service, compliance, and operations.

Previously, Mr. Anderson was the CEO of RealReturns.com, an on-line financial advisory service that offered an unbiased financial planning environment for clients who did not have the time or money to seek advice from a personal planner. Mr. Anderson has 26 years experience in financial planning, business management, and multi-media applications development.

About Shareholders Service Group

Shareholders Service Group, launched in 2003, provides high-quality, dedicated services for investment advisors and their clients. SSG's management team has a proven track record of providing excellent brokerage and custody service for clients' assets while offering excellent value and customer service. Member of SIPC. More information about SSG is available at www.shareholdersgroup.com.

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