

FOR IMMEDIATE RELEASE
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Contact: Patrice Saddler
901-753-9080
psaddler@firstmerc.com

First Mercantile Hosts 2-Day Educational “401(k)” Seminar in Support of Investment Professionals

First Mercantile hosted its annual educational seminar in Memphis, from May 6-8. The theme of the seminar, “*Equipping You for a Changing Landscape*”, embodies First Mercantile’s commitment to support and develop investment professionals.

Ian Sheridan, President and CEO of First Mercantile, welcomed more than 160 investment professionals to the event, where he shared First Mercantile’s vision: to be the premier collective investment trust recordkeeper in the United States. “Our three-pronged growth strategy will clearly guide our commitment to our customers: support investment professionals, invest in the growth of our sales force, and enhance our technology in support of this growth” said Sheridan.

Stan Label, Vice-President and National Sales Manager, shared his observation that this year’s conference was extremely content-rich and provided knowledge to help investment professionals enhance their unique value to their customers. “The attendance was high and the best practices that were shared were relevant to the challenges our industry currently faces” added Label.

Guest speakers at this year’s conference included Dr David Laibson, Ph.D., Robert I. Goldman Professor of Economics at Harvard University, who presented “*The Psychological Life Cycle of a Stock Market Crash*,” and Barry Asmus, Senior Economist, National Center for Policy Analysis, who spoke about historical and future governmental response to economic downturns.

For more information about First Mercantile, please contact your investment professional or contact First Mercantile at 800-753-3682 or visit our website www.firstmerc.com

About First Mercantile:

First Mercantile Trust (FMT), a collective investment trust (CIT) recordkeeper, offers investment solutions for qualified retirement plans. Employing a rigorous due diligence process, FMT searches the investment universe to select non-proprietary options best suited for the investment platforms. CITs are sub-advised by institutional money managers or invest in mutual funds or ETFs. Also included on the investment platform are DFA Funds, Lifestyle and Target Date options. As a fiduciary, the Adviser Review Committee of FMT oversees the entire due diligence process which includes qualitative and quantitative analysis.

Investment products are distributed through solid relationships with quality investment professionals and third party administrators. FMT offers full fee disclosure and transparency with a flexible and competitive cost structure. FMT has a national network of seasoned, knowledgeable professionals to provide superior client service, customer care and support.