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First Mercantile Adds Kevin Freehardt to Investment Analytics Group

(Memphis, Tenn.) – Kevin Freehardt has joined First Mercantile’s Investment Analytics Group as an investment analyst effective September 27, 2010. His focus will be large cap domestic equity strategies.

Mr. Freehardt comes to First Mercantile from Consulting Services Group (CSG), where he worked as a research analyst. Prior to CSG, Mr. Freehardt served as a financial analyst with First Tennessee’s Wealth Management division. These roles involved working closely with a vast array of clients from individual to institutional, with emphasis ranging from wealth management and corporate finance to institutional investment management.

“Kevin brings to this position a strong investment services background, keen analytical abilities as well as exceptional process management skills,” said C. Edwin Riley, chief investment officer for First Mercantile, to whom Freehardt reports. “His strong client service orientation and process improvement acumen will be valuable assets to our investment professional clients,” Riley added.

Mr. Freehardt has a Bachelor of Business Administration and Master of Science in Business Administration from the University of Memphis.

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About First Mercantile

First Mercantile, one of the premier collective investment trust (CIT) recordkeepers in the United States, offers investment solutions for qualified retirement plans. Employing a due diligence process, First Mercantile Trust (FMT) searches the investment universe to select non-proprietary options suited for the investment platforms. CITs are sub-advised by institutional money managers, or invest in mutual funds or exchange traded funds (ETFs). Also included on the investment platform are Dimensional Fund Advisor (DFA) investments, Lifestyle and Target Date options. First Mercantile acts in a fiduciary capacity with respect to the management of the assets of the collective investment trust. The Advisor Review Committee oversees the entire due diligence process, which includes qualitative and quantitative analysis.

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

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