NEWS

FOR IMMEDIATE RELEASE

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CONTACTS:

Cole Financial Planning
Principal: Scott Cole, CFP®, MS, MDIV
Phone: (205) 477-5118
Email: Scott@ColeFinancialPlanning.com

Cole Financial Planning Approved to Offer Dimensional Fund Advisor Funds

Asset management clients gain access to one of the top mutual fund families

(BIRMINGHAM, AL) June 17, 2008 – Cole Financial Planning, a financial planning and investment advisory firm in Birmingham, AL has been approved to offer Dimensional Fund Advisor Funds (DFA) (www.dfaus.com) to its clients. DFA funds are only available through a select number of advisors in the country and each approved advisor has gone through a rigorous review, must be fee-only and must commit to an educational conference which includes an in-depth review of their investment philosophy and proper implementation of the funds.

"Getting this approval is the next step in maturation of Cole Financial Planning," say Scott Cole, the firm's founder and owner. "We believe in a disciplined, low cost approach to long term investing and DFA is among the best providers out there to implement that strategy." "I am very excited to be able to offer their portfolios to my clients."

DFA funds are not available to consumers on the retail level and can only be accessed through fee-only advisors. Fee-only advisors do not sell products or accept commissions; rather they are solely compensated by their clients.

Cole Financial Planning will utilize DFA portfolios with clients who have retained the firm in an ongoing capacity. It will continue to offer hourly financial planning and investment advice to those clients who wish to retain the hourly relationship, but only asset management clients will receive access to DFA funds.

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ABOUT SCOTT COLE AND COLE FINANCIAL PLANNING: Scott Cole opened Cole Financial Planning to help people from all walks of life reach their financial goals. Cole Financial Planning provides independent, commission-free, financial planning, investment advice and portfolio management. Scott has been quoted in local and national publications and serves as the financial expert on NBC-13 *Money Matters* segment. He loves to bass fish, read, and have good conversation with friends and clients. He lives with his wife, Tracy, and his daughter, Emerson, in McCalla, AL.

To learn more about Cole Financial Planning's ongoing client services, go to www.colefinancialplanning.com or call 205.477.5118.