

Rydex Affiliate Launches New Practice Management Program For Registered Investment Advisors

*-- Rydex PracticeValue™ offers research and resources designed to help advisors
better manage and grow their businesses --*

ROCKVILLE, Md., November 5, 2003 – AdvisorBenchmarking.com, an affiliate of Rydex, unveiled its newest advisor service today with the launch of Rydex PracticeValue. The practice management program is designed to provide advisors with the tools and resources they need to enhance and grow their firms.

Key aspects of the service include:

Research: The program utilizes market research collected from AdvisorBenchmarking, Inc, the industry's premier research & analysis service on the RIA marketplace, and an affiliate of Rydex Investments. More than 1,000 RIA firms have participated in the well-known AdvisorBenchmarking.com surveys over the past two and a half years, which has led to the availability of a wealth of information on the trends and best practices of the RIA marketplace.

PracticeValue research is offered in the form of monthly newsletters, quarterly research reports and an annual research study; all designed to provide advisors with insight on best practices of their successful peers, as well as keep them abreast of industry developments.

Resources: Rydex PracticeValue features the industry's most advanced practice benchmarking tool—AdvisorBenchmarking.com, which enables advisors to analyze their practices online and see how they stack up against other advisors. The program also features a media relations guide, designed to help advisors gain media exposure to promote their practices.

The program will also release a new educational series at year-end focused on “*marketing to the affluent.*”

Consulting: The program enables advisors who meet certain criteria to tap into the expertise of Rydex PracticeValue analysts to receive a customized practice review, discussing areas of weakness and opportunities for improvement.

“Since its inception, Rydex has been dedicated to helping RIAs grow their businesses,” stated Ramy Shaalan, vice president, AdvisorBenchmarking. “Armed with unparalleled industry knowledge and real-life case studies, we are able to offer true practice management help to advisors through PracticeValue.”

Matt Medeiros, managing member at The Institute for Wealth Management, LLC and a participating advisor in the program, commented, “Independent advisors tend to work in vacuums due to the fragmented nature of the RIA marketplace. Having access to benchmarking and best practices research is critical for success in today’s business environment.”

As part of the research component of the program, a comprehensive study of the RIA marketplace was released in July. The study is available to Rydex PracticeValue participants, as well as media reporters and conference organizers.

“The study provides a comprehensive overview of the RIA marketplace, analysis of emerging trends and summaries of advisors’ best practices,” explains Shaalan. “The knowledge gained from this study will help advisors better understand their market and improve their businesses.”

Advisors can enroll in the program at no charge by visiting www.rydexfundsfp.com/pv.html

About Rydex PracticeValue™

Rydex PracticeValue is a free practice management program designed to help RIAs better manage and grow their firms. Utilizing research from AdvisorBenchmarking, Inc., an affiliate of Rydex Investments, the program features invaluable practice-management research and resources free of charge to advisors. AdvisorBenchmarking, Inc. is a research and analysis service on the RIA marketplace. Research data is gathered primarily through AdvisorBenchmarking.com, an online benchmarking tool designed to help advisors benchmark their firms.