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**Nationally Recognized Wealth Management Leader  
Mark Mushkat to Join GenSpring and Lead Northern California  
Expansion**

**GenSpring Family Offices Announces Presence in Northern California**

**PALM BEACH, Fla. – June 8, 2010** – GenSpring Family Offices, a market leader among independent advisors, announced today the hiring of Mark A. Mushkat to lead the firm's growth efforts in Northern California. He joins GenSpring as a Senior Advisor, reporting to Pat Soldano, President of GenSpring's Southern California family office. Mr. Mushkat is an expert on advising ultra-high net worth families and brings nearly 30 years of experience to GenSpring.

"Mark exemplifies why wealthy families are increasingly turning to GenSpring. He has tremendous experience, holds to the highest ethical standards, and demonstrates total devotion to his clients," said Maria Elena Lagomasino, CEO of GenSpring. "I know that through Mark's leadership we will be able to bring our deep resources and unconflicted advice and service to families in Northern California," added Pat Soldano. "The bottom line is that wealthy families are looking for a wealth management firm and advisory relationship in which they can trust completely."

"It is clear that wealthy investors are increasingly moving out of traditional wealth management firms to independent advisors and family offices, with GenSpring being the leading alternative," said Mark Mushkat. "GenSpring's professionals, practices and business model embody trust, clearly and constantly aligning clients' interests with their own. They work exclusively for wealthy individuals and families without conflicts. This premier organization has deep expertise in both the financial and non-financial aspects of wealth. They use their intellectual capital, resources, and buying power for their clients' benefit. I could not be more excited to be part of GenSpring and am confident that wealthy families in Northern California will be enthused by the fresh, highly acclaimed approach GenSpring represents."

Once limited to a few of the world's wealthiest families, the benefits of working with a GenSpring family office are rapidly becoming known to a wider circle of ultra-high net worth clients. A market leader among family offices, GenSpring now serves more than 700 families in 17 countries. Unlike traditional wealth management firms, GenSpring's family offices combine comprehensive wealth management advice and service with no conflicts of interest.

(more)

**About Mark Mushkat**

Mark Mushkat has 20 plus years experience working with families of wealth, most recently as a Managing Director at Harris myCFO and several years at Citigroup Private Bank. He is a Certified Investment Management Analyst (CIMA) and has held numerous securities licenses as part of his consulting. Mr. Mushkat is a summa cum laude graduate of University of Cincinnati receiving a B.A. degree; he attended graduate school in clinical psychology at George Peabody College as well as an Executive Program at The Wharton School, University of Pennsylvania.

**About GenSpring Family Offices**

Founded in 1989, GenSpring Family Offices, an affiliate of SunTrust Banks, Inc. (NYSE:STI), is a leading wealth management firm for ultra-high net worth families. With over \$20 billion in assets under advisement, GenSpring, including its affiliates GenSpring International, LLC and GenSpring Charleston, LLC, is trusted by more than 700 of the world's wealthiest families to oversee or manage important aspects of their financial lives. GenSpring is headquartered in Palm Beach Gardens, Florida and has 15 family offices in Atlanta, Charlotte, Charleston, Costa Mesa, Denver, Greenwich, New York City, Miami, Nashville, Orlando, Palm Beach, Phoenix, Tampa Bay, Sarasota, and Washington, DC. GenSpring was named 2008 Multi-Family Office of the Year by *Institutional Investor*, ranked #1 in *Investment News* magazine's 2009 Top RIA Ranking of Independent Advisors and most recently ranked #1 on *Forbes'* 2010 list of Top Fee-Only Advisors. For more information on GenSpring Family Offices please visit [www.GenSpring.com](http://www.GenSpring.com).

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