

## FOR IMMEDIATE RELEASE

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## BURNHAM GIBSON FINANCIAL GROUP DEBUTS AS ORANGE COUNTY'S NEWEST FULL-SERVICE FINANCIAL SERVICES FIRM

Strategic Relationship with Burnham Benefits Brings Financial and Insurance Services  
Together for Corporate and Individual Clients

IRVINE, Calif. – April 6, 2010 – Burnham Gibson Financial Group Inc. has been launched by executive Darin Gibson as Orange County's newest financial services firm and will team with Irvine, Calif.-based Burnham Benefits Insurance Services to provide a comprehensive offering of integrated financial and insurance planning services to corporate and individual clients throughout Southern California. Prior to forming Burnham Gibson Financial Group, Gibson spent 10 years with Shuster Financial, LLC, most recently leading the firm's Irvine branch.

"It became clear that aligning the financial advisory services of my team with Burnham's progressive employee benefits strategies would greatly benefit our mutual clients and future clientele," said Gibson, president and owner of Burnham Gibson Financial Group. "The synergies between our two teams are outstanding, and I believe our combined talents fill a void in the local market for businesses and individuals who want a more integrated approach to their financial and insurance needs."

Gibson is joined by a team of 15 financial advisors and staff who specialize in corporate services such as pension planning, executive benefits consulting and risk management, as well as financial services to individuals, including wealth management and estate planning strategies.

"Many insurance firms that specialize in employee benefits consulting will typically keep one or two financial advisors on staff, or they may work in partnership with financial advisory firms to meet their clients' needs for services like 401(k) consulting," says Kristen Allison, president and owner of Burnham Benefits. "With Burnham Gibson, we now have a robust, full-service financial services firm that operates in lock-step with our teams who specialize in health and wellness."

"Whether for corporate executives and their employees, or for individuals and their families, Burnham Gibson's ultimate objective will be to bring health, wealth and peace of mind within our clients' reach," says Gibson. "The Burnham name has become known for strategic innovation coupled with proactive, diligent, best-in-class service, and these

characteristics will align both firms, be common to both our cultures, and benefit all of our clients.”

### **About Burnham Gibson Financial Group**

Based in Irvine, Calif., Burnham Gibson Financial Group Inc. offers financial and insurance services to more than 250 businesses and 2,000 individuals. Corporate services include pension and executive benefits planning, business succession planning, and financial and risk management. Personal services for individuals include wealth management, retirement planning, estate and business succession planning, and insurance services for life, disability, long-term care, health and more. Firm president and owner Darin Gibson has specialized in comprehensive financial and estate planning for closely held businesses for 15 years. He completed his master’s degree in business administration at the University of California, Irvine, and holds the CERTIFIED FINANCIAL PLANNER™ professional, Chartered Financial Consultant and Chartered Life Underwriter designations. For more information about Burnham Gibson, visit [www.BurnhamGibson.com](http://www.BurnhamGibson.com).

### **About Burnham Benefits Insurance Services**

Based in Irvine, Calif., Burnham Benefits Insurance Services Inc. has been providing strategic employee benefits consulting and brokerage services since 1995. Currently serving more than 200 large corporate clients, Burnham Benefits helps employers implement benefit strategies that are designed to control costs, attract and retain the best talent and incentivize employees toward better health. In addition to traditional health and welfare benefits, Burnham Benefits deploys cutting edge solutions such as wellness programs and consumer driven health plan models. Kristen Allison, president of Burnham Benefits and a 20-year veteran of the employee benefits industry, acquired the firm in 1995 after spending the previous four years as its top advisor. For more information about Burnham Benefits, visit [www.BurnhamBenefits.com](http://www.BurnhamBenefits.com).

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