

FOR IMMEDIATE RELEASE

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PHOENIX AMERICAN FINANCIAL SERVICES ANNOUNCES THE HIRING OF MICHAEL HAWN AS SENIOR SALES DIRECTOR.

SAN RAFAEL, CA –Phoenix American Financial Services (PAFS) announced today that the company has hired Michael Hawn as Senior Sales Director. Mr. Hawn will be responsible for implementing the company's sales strategy and developing and maintaining an expanded client base for the investor services, fund accounting and back office outsourcing offerings Phoenix American provides to alternative investment funds.

Mr. Hawn brings to Phoenix American over twenty-two years of experience in sales and client relationship management in the investment fund industry. He most recently served at ALPS, a DST company, from 2008 to 2017 as Vice President, Business Development. At ALPS he promoted the fund accounting offering of the company to investment funds, often in conjunction with DST's promotion of their investor services / transfer agent offering. From 2005 to 2008, Mr. Hawn served at Fiserv Investment Support Services as Regional Vice President tasked with increasing sales of their Advisor Services custody, trading and reporting platform.

With the growing sophistication of alternative investment funds and the need for advanced and integrated operational solutions, Michael Hawn has chosen to direct his considerable sales and client relations acumen to the promotion of Phoenix American's fund services platform which incorporates transfer agent, fund accounting, tax reporting, web portal and end-to-end back office outsourcing solutions.

With the advent of alternative fund offerings which combine publically traded as well as privately offered elements requiring separate and distinct operational solutions, Mr. Hawn brings a unique perspective to the company with his experience on both the public and private side of the transfer agent industry. Also, given his background with both the investor services and fund accounting aspects of operational support, Mr. Hawn's experience responds to a growing demand for a full service offering among Phoenix American clients and prospects.

"I decided to join Phoenix American due to the power of the firm's alternative investment administration suite, specifically, the STAR-XMS transfer agency system," says Hawn. "It is tailor made for operational excellence in the non-traded REIT and Reg D/Reg A space and other alternative structures. Additionally, the relationship management expertise of the investor team is second to none, offering a robust client experience that focuses on continuity of relationship with people you can trust. I am excited to build upon the tremendous growth Phoenix American has accomplished."

Phoenix American Financial Services provides back office outsourcing, fund accounting and transfer agent services as well as sales and marketing reporting services to fund companies in the alternative investment industry. The PAFS aircraft group provides administration and accounting services for securitized funds specializing in the commercial aircraft leasing industry. The company is a subsidiary of Phoenix American Incorporated along with Phoenix American SalesFocus Solutions, providers of the cloud-based MARS CRM, Sales and Marketing Reporting as well as Compliance Management solutions for banks, insurance companies, asset management firms and other financial service organizations. Phoenix American Incorporated was founded in 1972 and is headquartered in San Rafael, CA.