

FOR IMMEDIATE RELEASE
14 September 2004

Primary Contact: Marc J. Lane (312) 372-1040

Marc Lane, Attorney and President of Marc J. Lane Investment Management, Inc. to Serve as a Panelist at the Kellogg School of Management's "Innovating Social Change Conference 2004"

Chicago attorney, investment manager, and author Marc J. Lane will serve as a panelist at the Kellogg School of Management's 2004 conference, "Innovating Social Change." Specifically, as the pioneer of *Advocacy InvestingSM*, the state-of-the-art approach to socially and environmentally responsible investing, Lane will serve on the panel addressing the subject of "What Socially Responsible Investors Want."

Lane's panel meets on Wednesday, October 6th from 12 to 1:30 PM in the Tribune Auditorium at the Kellogg School of Management's Evanston Campus. You may register for the event by calling (847) 467-5266, Extension 91.

###

Marc J. Lane is a practicing attorney and financial planner. The Law Offices of Marc J. Lane, P.C., and its financial affiliates have offered specialized legal and wealth management services since 1971. Mr. Lane is an Adjunct Professor of Law at Northwestern University, and an Adjunct Professor of Business at the University Of Illinois College of Business Administration's Institute for Entrepreneurial Studies. He has authored thirty books on legal and financial planning, with two more to be published shortly: The Calculus of Conscience: Tradeoffs for Social Investors (Institutional Investor, early 2005) and Representing Corporate Officers and Directors (Aspen Publishers, October 2004).

To serve values-based investors, Mr. Lane has pioneered *Advocacy InvestingSM*, a state-of-the-art approach to socially and environmentally responsible investing in which both equities and fixed-income securities are selected by incorporating financial and governance standards as well as criteria reflective of each client's unique social and environmental concerns. In July 2004, Mr. Lane published "Corporate Behavioral Screening: A New Perspective for Social Investors" which concluded that the expression of values within an investment portfolio can be accomplished without sacrificing either diversification or long-term performance.