

THE LONDON COMPANY

INVESTMENT COUNSEL

For Immediate Release

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THE LONDON COMPANY ANNOUNCES NEW HIRES FOR OPERATIONS

RICHMOND, (March 7, 2011) - The London Company is pleased to announce the recent hiring of two new employees in our Operations Department.

Ms. Purvis has joined our firm as a Portfolio Administrator/Operations and has over 20 years of experience in the investment industry. Prior to joining The London Company, she was a Client Service Manager at Lowe, Brockenbrough & Company, with trading, administration, and operations responsibilities. Ms. Purvis earned her B.S. in Social Work from Radford University in 1981.

Mr. Layne is our new Equity Trader. He has over 17 years of investment experience, beginning his career at Wheat First Butcher Singer. Prior to joining The London Company, he was Associate Director of Equity Trading for the Mentor Investment Group, Head Trader for Flippin, Bruce & Porter, and Trader for Edelman Financial Group. Mr. Layne graduated from Longwood College in 1990 with a B.S. in Business Administration.

About The London Company

The London Company is a registered investment advisor based in Richmond, Virginia. The firm specializes in equity, income equity, and small cap portfolio management services, managing over \$2.0 billion in assets for institutional and high net worth individuals. The investment team has more than three decades of experience in managing a focused, conservative investment process that has produced a consistent performance record with low downside risk. For more information about The London Company, please visit www.tlcadvisory.com.

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