



M Financial Group™

M Financial Group Welcomes Carlson Capital Management to Network of Member Firms

PORTLAND, OR, OCTOBER 17, 2006 – M Financial Group today announced that Carlson Capital Management has become a Provisional Member Firm. Carlson Capital Management, based in Northfield, Minnesota, is an independent financial planning and advisory firm that offers a variety of wealth management services to affluent individuals, including investment management and retirement, estate, tax, and philanthropic planning. The firm and its team are recognized among the country's top wealth managers. The new partnership with M Financial Group will enhance the firm's risk management planning capabilities.

Carlson Capital Management was founded in 1986, and is led by Greg Carlson, Jeff Carlson and Justin Stets. With a client-centered approach, a disciplined investment philosophy based on research and analysis, and a team of professionals with diverse capabilities, the firm has grown significantly over the past 20 years. In 1992, Carlson Capital Management had \$5 million under management and transitioned to fee-based investment management services; today, the firm manages client assets totaling \$650 million. For more information on Carlson Capital Management, please visit www.carlsoncap.com.

Fred H. Jonske, president and chief executive officer of M Financial Group, said: "We are pleased to welcome Carlson Capital Management to the M Community. The addition of this firm fuels our growing presence in the wealth management arena and reflects our continued interest in firms keenly focused on growth, diversification, and most of all, client service. Greg, Jeff and Justin have built a tremendous firm, and as we continue to build our wealth management capabilities, the entire M Community will benefit from their expertise. We look forward to supporting their efforts to enhance the services they deliver to clients."

Jeff Carlson, Principal of Carlson Capital Management, added: "Partnering with M Financial Group is an excellent opportunity to build on our investment management success, while accessing the resources we need to enhance our overall planning capabilities. M Financial is a leader in the industry and we are looking forward to exploring the many M resources designed to support our business and the services we deliver to clients."

About M Financial Group

With over 110 Member Firms in 35 states, M Financial Group is one of the nation's leading distributors of financial products and services. Since 1978, M's network of independent insurance, investment, and executive benefit firms has served the needs of affluent individuals, corporate executives, successful entrepreneurs, and Fortune 1000 companies. For more information about M Financial Group, please visit www.mfin.com.

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