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**INTEGRATED WEALTH MANAGEMENT SIGNS ON AS  
PRESENTING SPONSOR OF 2012 FASHION WEEK EL PASEO**

Palm Springs, CA (September 6, 2011) —Fashion Week El Paseo has announced that Integrated Wealth Management, the Coachella Valley-based independent financial management firm, has signed on to be the Presenting Sponsor of the 2012 Fashion Week El Paseo (March 17-27, 2012).

“We are extremely pleased to welcome Integrated Wealth Management as a strategic partner and the presenting sponsor of Fashion Week El Paseo in 2012,” stated Michael Mathews, director of marketing for Fashion Week El Paseo. “This partnership adds a new dynamic dimension to the diverse audience that Fashion Week El Paseo already attracts and consolidates our brand as a signature West Coast cultural event that merges fashion, entertainment, tourism and the business community.”

Integrated Wealth Management joins the City of Palm Desert and other sponsors in presenting the 7<sup>th</sup> Annual Fashion Week El Paseo which showcases the newest collections by national top designers as well as fresh ideas by emerging West Coast designers from Fashion Institute of Design and Merchandising. “As a business leader in their industry, we applaud Integrated Wealth Management for demonstrating out-of-the-box thinking by seeing a connection between Fashion Week El Paseo as an upscale event and their discerning clientele as savvy consumers,” Mathews added.

“We are proud to partner with *Palm Springs Life* in presenting Fashion Week El Paseo 2012 which has grown into an important cultural event in the desert,” said Jim Casey, Integrated Wealth Management president and CEO. “We recognize the vitality, diversification, and impact Fashion Week has and its strong attraction to our seasonal and year-round residents, as well as visitors who contribute to our local economy.”

As a premier West Coast fashion event, Fashion Week El Paseo offers a week of high-quality fashion events and entertainment. The high octane fun-filled week offers a stylish ultra-lounge for cocktails, swank after-parties, in-store events, trunk shows, all benefiting numerous charities. Fashion Week El Paseo is distinguished from all others as it is geared to both the consumer and the fashion industry. For updates and tickets log on to [www.fashionweekelpaseo.com](http://www.fashionweekelpaseo.com)

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**About Integrated Wealth Management**

Integrated Wealth Management is an independent wealth management firm representing hundreds of businesses, foundations and individuals. The company focuses on helping its clients attain their current and future financial goals by providing an exceptional level of personalized service and financial advice, and adapting quickly to changing client circumstances, market conditions or tax laws. With offices in Palm Desert, Palm Springs and Marina del Rey, IWM has a strong commitment to integrity and transparency. Giving back to the communities in which it does business is a cornerstone of the company's philosophy.

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