

TIGER 21 NAMES ELLEN BRESLAU AS SENIOR VICE PRESIDENT OF MARKETING

High-Net-Worth Group Taps Leading Content Editor to Augment Brand Awareness

New York, NY – September 12, 2017 – [TIGER 21](#), the premier peer-to-peer learning network for high-net-worth wealth creators, today announced that Ellen Breslau has joined the organization as Senior Vice President of Marketing. Ms. Breslau will be based in TIGER 21's New York City office.

In her new role, Ms. Breslau will oversee marketing efforts to promote the benefits of TIGER 21's unique model, which currently helps 550 wealth creators across North America and the United Kingdom to realize and unlock the transformative value of their collective assets and expertise.

Ms. Breslau joins TIGER 21 from the well-known online community Grandparents.com, where she led editorial strategy and drove audience engagement as its editor-in-chief and senior vice president. Prior to this, she was Executive Editor of *Woman's Day* – one of the nation's most broadly circulated magazines – where she steered editorial direction. In addition, Ms. Breslau has previously held senior editorial roles at notable publications such as *Glamour* and *Design Times*.

"Ellen's impressive track record of developing captivating and timely content that resonates with diverse audiences will serve us well in her new role," said Barbara Goodstein, CEO of TIGER 21. "Her strategic guidance will empower us to become increasingly attuned and responsive to the needs of existing and potential Members alike."

"TIGER 21 is an extraordinary group that targets a niche, highly engaged cohort," added Ms. Breslau. "Underpinning its appeal is the sheer caliber of its membership base, which represents incredible individuals from diverse geographic regions and business sectors. In joining TIGER 21, I have the compelling opportunity to reach out to this community and provide them with the benefits and resources that make TIGER 21 unique."

Mrs. Breslau is a graduate of Northwestern University's Medill School of Journalism, and was a National Fellow at the Casey Journalism Center on Children and Families. She resides in Manhattan with her husband and two children.

About TIGER 21

TIGER 21 (The Investment Group for Enhanced Results in the 21st Century) is North America's premier peer-to-peer learning network for high-net-worth wealth creators. TIGER 21's 550 Members collectively manage personal assets of approximately \$51 billion and over \$115 billion in assets when assets managed for others are included. Members are entrepreneurs, investment managers, and top executives. TIGER 21 focuses on improving investment acumen as well as exploring common issues of wealth preservation, estate planning, and family dynamics in the context of a unique community of peers. Founded in 1999, TIGER 21 is headquartered in New York City and has groups in Atlanta, Austin, Boston, Charlotte, Chicago, Dallas, Denver, Houston, Los Angeles, Miami, Nashville, New York, Newport Beach, Palm Beach, San Diego, San Francisco, Scottsdale, San Juan, PR, Seattle, St. Louis, Tampa, and Washington, DC as well as international groups in Calgary, Edmonton, London (UK), Montreal, Ottawa, Toronto, and Vancouver. More information can be found at www.TIGER21.com.