



TIGER 21

Contact:
Maria Loscerbo
604-732-6221
maria@epicpr.ca

**TIGER 21 announces Canadian leadership team
Prominent finance/investment executive Thane Stenner and luxury business professional
Richard Deacon to lead peer-to-peer learning group's northern expansion**

Vancouver, Canada and New York, USA, Oct. 5, 2010 — TIGER 21, North America's premier peer-to-peer learning group for high net worth investors, announced today that Thane Stenner and Richard Deacon will spearhead the organization's expansion into Canada.

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TIGER 21 formally announced its Canadian initiative in July with the first groups slated for Vancouver, Calgary, Toronto, and Montreal. The organization harnesses the collective intelligence of the super-affluent, who meet monthly in groups of up to 14 people to exchange investment ideas and share personal experiences on a broad range of wealth-related issues. It currently has approximately 140 members who collectively manage over \$10 billion in investable assets.

Stenner, who is the founder of Vancouver-based Stenner Investment Partners, and a Director of Wealth Management at Richardson GMP, will serve as Tiger 21's Managing Director - Canada. A leading business development specialist, Deacon joins as Director of Strategic Partnerships.

Stenner will take the lead in expanding TIGER 21's membership into Canada, and Deacon will focus on corporate partnerships in Canada as well as the United States. TIGER 21 Canada will have a maximum of 56 Canadian Members initially, with 14 Members in each of the four cities. The Canadian membership will be capped at 112 Members. Fees are \$30,000 USDs annually, and among the criteria for membership is \$10 million in investable assets.

"We welcome Thane Stenner and Richard Deacon into the TIGER 21 family," said Michael Sonnenfeldt, TIGER 21's founder and chairman. "They both share the vision that guides our organization and have the connections and enthusiasm to ensure the success of TIGER 21 Canada."

"Thane is considered a thought leader on wealth-related issues faced by successful entrepreneurs and C-Suite executives. His expertise and national network will help expand the TIGER 21 footprint in Canada and be a great resource for our existing US membership," Sonnenfeldt added.

"Thane and Richard have significant personal and professional networks in each of the four Canadian cities in which TIGER 21 will establish groups in the spring of 2011," said Jonathan Kempner, president of TIGER 21. "We are confident that they can replicate the TIGER 21 process that has been so successful in the US at helping high net worth individuals with investing, asset preservation and other wealth-related issues."

Stenner has more than 20 years experience advising ultra high net worth families, entrepreneurs, and corporate and philanthropic entities. He is recognized nationally for his expertise in the high net worth advisory field. Previously, Stenner held roles as First Vice President with CIBC World Markets, and Director of Merrill Lynch's International Private Client Group. Stenner also wrote the Canadian bestseller, *True Wealth: An Expert Guide for High Net Worth Individuals (and Their Advisors)*.



"I'm delighted to be a Founding Member and Managing Director of TIGER 21 in Canada," commented Stenner. "These are challenging economic times and the TIGER 21 learning model is certain to appeal to Canada's high net worth population. In fact, we've already received an impressive number of membership inquiries across Canada since TIGER 21 Canada was announced this past summer. I look forward to the first groups forming in Vancouver, Calgary, Toronto, and Montreal in less than six months time."

Deacon is a leading Canadian business development professional in the media and luxury space, with over 15 years of marketing, sponsorship, event and advertising experience working with a variety of world class brands at a national and international level. In his role as Director of Strategic Partnerships for North America, he will oversee developing promotion and alliances with top tier brands that will bring additional resources and experiences to the TIGER 21 membership.

In addition, Deacon will align exclusive corporate partners with TIGER 21 through a new Luxury Partnership Program. This „invitation-only“ partnership program, created for a select few luxury brands and financial services partners, will offer special access and exposure to TIGER 21 Members with the ability to create powerful, customized connections with an often difficult-to-access high net worth audience.

"I'm honored to be working with the premier peer-to-peer learning group for high net worth investors," said Deacon. "The exclusive nature of TIGER 21 has already resulted in enthusiastic responses from potential corporate partners. By collaborating with only first-rate providers and brands, we will create world-class experiences that TIGER 21 members – whether in the US or Canada – have come to expect."

Also joining TIGER 21 to support the Canadian expansion will be Nancy Block Reid as Director of Membership based in New York. Reid will be part of the membership recruiting and nomination team, which also includes Martine Cunliffe, who will support the Canadian membership selection process. Cunliffe is fluent in English and French, and formerly resided in Montreal.

TIGER 21 Canada is currently accepting queries from potential members, sponsorship inquiries, and speaker requests.

Membership and Media

Thane Stenner, Managing Director, Canada - Thane.Stenner@Tiger21.com

Nancy Block Reid, Director of Membership - Nancy.Reid@Tiger21.com

Bilingual English/French inquiries:

Martine Cunliffe, Canadian Memberships - Martine.Cunliffe@Tiger21.com

Corporate Partnerships/Sponsorships

Richard Deacon, Director of Strategic Partnerships – Richard.Deacon@Tiger21.com

Speakers/Presenters

Abby George, Managing Director, TIGER 21 Programs – Abby.George@Tiger21.com

For additional information on TIGER 21 Canada, visit www.tiger21.com/canada

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 investors. TIGER 21 has approximately 140 member investors with groups in seven cities across the United States who collectively manage over \$10 billion USD in investable assets.



TIGER 21 focuses on improving investment acumen as well as exploring common issues of wealth preservation, estate planning and family dynamics beyond finance, for individuals with a minimum of 10 million in liquid investment assets aside from business interests and personal real estate. All members are bound by very strict confidentiality agreements.

Founded in 1999 by Michael Sonnenfeldt, TIGER 21 is headquartered in New York City and has groups in Los Angeles, San Francisco, San Diego, South Florida, and Dallas, as well as a group forming in Washington, DC. More information can be found at www.tiger21.com.