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HAVERFORD TRUST ADDS T. KEITH EBY AS VICE PRESIDENT & PORTFOLIO MANAGER

Veteran Wealth Manager Brings More Than Two Decades of Experience to New Position

RADNOR, PA – APRIL 20, 2016 – The Haverford Trust Company, a private firm providing portfolio management, trust and estate administration, nonprofit services, banking services and retirement services, today announced that Keith Eby has joined the firm as its newest Portfolio Manager. With almost 25 years of experience, Eby brings a proven investment management track record that will further help Haverford solidify itself as a leader in developing high-quality portfolios for investors.

“Keith has exhibited all of the qualities that we value most, chief among them the ability to make his clients’ wealth goals the central focus of his approach,” said Joseph J. McLaughlin, Jr., Chairman and CEO of Haverford Trust. “His title says Portfolio Manager, but he knows that managing relationships is a critical part of what we do. We’re excited to have him on the team, and know that he’ll do a great job for our clients.”

Eby joins Haverford from PNC Wealth Management, where he spent the last 15 years on the firm’s portfolio management team. He was primarily responsible for constructing customized and diversified portfolios for high net worth individuals. Eby was twice named a PNC Market All-Star, an award given to top performers based on client satisfaction and other metrics. He also worked for PNC Brokerage and Mellon Bank after starting his career at Dean Witter.

“Haverford’s structure and approach to quality investing really resonates, and their dedication to a superior client experience is part of what makes this move so attractive to me,” said Eby. “I’m thrilled to join such a smart, dedicated group of professionals and look forward to contributing to the long-lasting growth of the firm.

Eby grew up in the greater Philadelphia area and received his bachelor’s degree from Temple University.

ABOUT HAVERFORD

The Haverford Trust Company (“Haverford”), founded in Philadelphia in 1979, provides portfolio management, trust and estate administration, nonprofit services, banking services, and retirement services. Haverford and its affiliate, Haverford Financial Services, Inc., has more than \$6.1 billion in assets under management or consultation as of 12/31/2015. The Haverford *Quality Investing*[™] philosophy is committed to maximizing returns while minimizing

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risk throughout the entire market cycle. *Quality Investing* focuses on “A” rated equities that have historically delivered consistent earnings and dividend growth, and investment grade fixed income securities that seek to protect both principal and income, over the long term. The company is based in Radnor, Pennsylvania. For more information, visit www.HaverfordQuality.com.

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