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Financial Engines' Chief Investment Officer Authors New Book -- The Intelligent Portfolio: Practical Wisdom on Personal Investing from Financial Engines

PALO ALTO, Calif., May 7, 2008 - Financial Engines, a leading provider of independent investment advice and managed accounts, today announced the release of a new book authored by Christopher L. Jones, Financial Engines' Chief Investment Officer, titled, **THE INTELLIGENT PORTFOLIO: Practical Wisdom on Personal Investing from Financial Engines** (Wiley; May 2008; \$27.95; Hardcover). Written for any investor, the book combines clear and practical investment advice with an insightful look at how financial markets actually work. *The Intelligent Portfolio* goes beyond simple rules of thumb and historical facts and figures to bring to life the important tradeoffs between risk and return that underlie every investment decision. Jones shows readers how to evaluate the possible outcomes of different investment strategies and make decisions that improve their chances of reaching financial goals.

"I wrote *The Intelligent Portfolio* in order to help people do a better job with their investments. A lack of knowledge combined with flawed conventional wisdom leads many investors, even sophisticated ones, to making mistakes that can seriously jeopardize their financial security. This book gives people the basic understanding of the critical concepts involved in making smarter investment decisions," explained Jones. "Whether you choose to pick your own investments, or work with an advisor, *The Intelligent Portfolio* explains what you need to know to avoid damaging mistakes and achieve a more secure financial future."

Common investor mistakes Jones covers in *The Intelligent Portfolio* include:

- *Fixating too much on the past.* The vast majority of investors spend far too much time focusing on what has happened in the past. *Investing is all about the future.*
- *Failing to account for the impact of expenses.* Most investors pay little heed to investment expenses, yet this is often the biggest factor in determining their investment performance.
- *Not recognizing the importance of investment risk.* Even sophisticated investors often underestimate the impact of investment risk, as recent market events have dramatically demonstrated.

- *Trying to “beat” the market.* Too many investors squander their wealth trying to beat the market. You don’t need to beat the market to be successful; in fact, the market is your friend.
- *Making big bets on individual stocks.* While it might be an interesting hobby for some investors, stock-picking is not the most efficient way to build wealth.
- *Failing to think critically.* If it sounds too good to be true, it probably is. Learn to spot bad advice when you see it.

To help readers put the book’s key concepts into action Financial Engines will waive the fee for a 12-month subscription to its award-winning *Personal Online Advisor* for purchasers of *The Intelligent Portfolio*. The book also includes a forward by Financial Engines co-founder and Nobel-Laureate William F. Sharpe.

About the Author

Christopher L. Jones is Chief Investment Officer and Executive Vice President of Investment Management for Financial Engines. Working closely with Nobel Prize winner William F. Sharpe, Jones built and led a team of experts in finance, economics, and mathematics that developed the financial methodology for Financial Engines’ personalized investment advice and portfolio management services. Jones has frequently appeared in articles for *The New York Times*, *The Wall Street Journal*, *Business Week*, *Newsweek*, *Fortune*, *The Los Angeles Times*, *The San Francisco Chronicle* and other national publications. He also regularly speaks at industry conferences and events. He holds an MS in business technology, an MS in engineering-economic systems, and a BA in quantitative economics all from Stanford University.

About Financial Engines

Financial Engines is a leading provider of independent investment advice and managed accounts to defined contribution plans. Founded by Nobel Prize-winning economist, William F. Sharpe, Financial Engines serves millions of employees at many of America’s largest corporations. Patented advice technology and institutional-quality investment methodology allow Financial Engines to offer an array of advisory services to meet the needs of a wide range of investors. For more information, please visit www.financialengines.com.

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