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**KOVITZ INVESTMENT GROUP ANNOUNCES NEW TAGLINE
– INTRINSIC VALUES**

CHICAGO, IL (May 15, 2013) – Kovitz Investment Group, LLC[®] (KIG[®]), an independent investment management firm located in Chicago, announced the change of its tagline from Capital Ideas[®] to Intrinsic Values[™] today.

“At Kovitz Investment Group, we believe that *Intrinsic Values* is central to everything we do,” said Marc Brenner, president of Kovitz Investment Group. “*Intrinsic Values* encompasses our investment philosophy as well as our core beliefs on how we conduct business. We feel so strongly about this belief that we have changed our firm’s tagline. *Intrinsic Values* perfectly describes our philosophy, values and steadfast commitment to our clients.”

From an investment perspective, *Intrinsic Values* drives Kovitz Investment Group’s entire philosophy. KIG focuses its analysis on uncovering companies selling at a significant discount to its estimate of underlying intrinsic (or private business) value. From a cultural perspective, *Intrinsic Values* embraces not only how KIG treats its clients but how they behave towards each other. KIG remains committed to its principles on how to treat people, manage money and advise on wealth, irrespective of how it may be viewed by others or how different its advice may be from the consensus.

About Kovitz Investment Group

Kovitz Investment Group is an independent investment management firm. KIG strives to provide best-in-class investment management and planning services for high net worth individuals and institutions throughout the United States. The KIG team, comprised of distinguished investment professionals, works together as one to provide personalized attention to its clients through management of separately managed accounts, a mutual fund and alternative investments. As of March 31, 2013, Kovitz Investment Group had assets under management of approximately US \$2.7 billion. For more information, visit www.kovitz.com.

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