



Parsec Financial Announces Leadership Changes

FOR IMMEDIATE RELEASE
December 2, 2015

ASHEVILLE, NC – Parsec Financial announced organizational changes today with the appointment of Rick Manske as Chief Executive Officer effective immediately. The Board of Directors voted and decided the position of a dedicated CEO was in order to continue the success and growth of the company.

William Hansen will become the firm's Chief Financial Officer and Chief Information Officer. Harli Palme will take on the role of Chief Operations Officer, in addition to her role as the Chief Compliance officer.

Mr. Manske began his career with Parsec Financial in 1996 and has helped guide its growth over the last two decades. "I am so impressed with the quality of people at Parsec Financial. Our success continues because of the enduring principles on which the company was built. Its foundation is fiduciary services integrated with financial planning for a fair, fully disclosed fee. Our team is very committed to our clients' success – *when they succeed, we succeed!*"

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About Parsec Financial:

For over 35 years, Parsec Financial has provided financial planning and investment management services to Western North Carolina and beyond. With over \$1.6 billion under management as of September 30, 2015, Parsec provides asset and investment management, retirement planning and estate and trust advisory services.

The mission of Parsec Financial is to help clients set financial goals, make sound investments in accordance with those goals, and manage their investments over the long term, always keeping their objectives in sight.

For more information on Parsec Financial and the Parsec Prize, please visit <http://www.parsecfinancial.com>.

MEDIA CONTACT



Donnie Funderud
704-333-5500
d.funderud@zgbrand.com