

Pinnacle Welcomes New CAO Ed Wolff



Pinnacle is proud to introduce our new Chief Administrative Officer Ed Wolff. Ed will be responsible for the operations of Pinnacle's Information Technology, Human Resources, Crest Compliance, Legal, Client Reporting, Marketing, Purchasing and Risk Management departments. He will be working out of Pinnacle's Dallas office when not on travel. His next 60 days will include visits to Pinnacle offices in Orlando, Irvine, Las Vegas, and Seattle.

"We're excited to have such an experienced leader join our team," said Stan Harrelson, CEO and President of Pinnacle. "Ed's

administrative management abilities will help guide Pinnacle's operations as we continue to grow as a company."

Ed has spent the last 15 years in various senior leadership capacities with technology and real estate companies in Atlanta, Georgia. Most recently, he served as Chief Administrative Officer of Place Properties, a nationwide real estate developer specializing in student and military housing. He was responsible for all administrative functions for the company, including Human Resources, Payroll, Employee Learning & Development, Information Technology, Legal, Risk Management and Facilities. Prior to joining Place Properties, Ed held human resource executive positions with technology companies including Interland/Website Pros Inc (NASDAQ-WPSI) and EarthLink (NASDAQ-ELNK).

Ed earned his BBA in Management from Hofstra University and MBA in Technology from the Georgia Institute of Technology. He is a member of the National Multi Housing Council, Human Capital Institute and Human Resources Planning Society. He is also a Past President and Board Member for the Society for Human Resource Management in Atlanta, which awarded him with a Superior Merit Award in 2001.