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News

For: **DIMENSIONAL FUND ADVISORS**

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DIMENSIONAL FUND ADVISORS NAMES VETERAN BRAND MANAGEMENT EXPERT TO SERVE AS CHIEF MARKETING OFFICER

SANTA MONICA, Calif. -- Dimensional Fund Advisors, a leading investment management firm, has hired Darla M. Hastings to serve as chief marketing officer – the firm's first CMO. Hastings brings with her more than 25 years of experience in domestic and international marketing, brand management and communications across a range of industries from investment firms to assisted living enterprises, working with household names such as Fidelity Investments, John Hancock, Verizon, JPMorgan-Chase, Compaq Corporation and more.

“Darla has a tremendous track record for developing highly effective marketing, sales and customer service programs that have strengthened client relationships,” said David Booth, CEO of Dimensional Fund Advisors. “Her talents will add an important new dimension to support our financial advisor and institutional client services.”

Hastings started her career at Fidelity Investments, where she developed skills in relationship marketing, corporate quality, public relations and employee communications and rose to the position of corporate vice president. Her efforts contributed to the firm's growth in assets from \$600 million to more than \$1.2 trillion by the time she moved on. Most recently, she served as senior vice president of customer experience at Benchmark Assisted Living, one of the largest owners of service-enhanced senior housing in the United States. As a member of the executive committee, Hastings helped to guide the company's growth strategy and was responsible for its corporate marketing and customer service functions.

Hastings obtained her international experience during her three years at State Street Corporation – a leading provider of services to institutional investors -- where Hastings served as executive vice president and head of worldwide marketing and communications. She oversaw market research, sales support, web marketing, employee communication, investor relations, community affairs, advertising and public relations in 26 countries. During her tenure, she developed and implemented a global brand strategy that helped the firm win business from its largest competitors.

In 1995, Hastings founded INCommunication, a communications consulting firm focused on helping companies maximize the effectiveness of their branding and service delivery efforts. As testament to the success of her strategies, her company expanded through referrals and she was able to retain 100 percent of her clients through numerous mergers and acquisitions.

“Dimensional Fund Advisors’ unique focus on applying academic research to the practical world of investing is a strong brand,” says Hastings. “I look forward to building on the firm’s excellent reputation among fee-only advisors and institutions as we continue to grow.”

Hastings has a bachelor’s degree from the University of Texas and currently lives on a maple sugar farm in Vermont with her two sons. She ultimately will be located in Dimensional’s Austin offices.

As of December 31, 2006, Dimensional and its affiliates managed over \$120 billion for more than 1,500 clients in 25 countries, including corporations, federal, state and local governments, Taft-Hartley plans, universities, healthcare organizations, foundations, religious orders, and professional financial advisors. The firm and its affiliates have offices in Austin, Chicago, London, Sydney, and Vancouver, in addition to its Santa Monica headquarters.

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