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CONTACT: Rachael Fisher
JCPR
973-850-7318
rachael@jcprinc.com

ADVISER TO AVE MARIA MUTUAL FUNDS OPENS BRANCH OFFICE IN FLORIDA

New Office Located in Ave Maria near Naples

BLOOMFIELD HILLS, Mich. – Sept. 7, 2011 – Schwartz Investment Counsel Inc., the investment adviser for the Ave Maria Mutual Funds, has announced the opening of a branch office in Ave Maria, Fla. The town of Ave Maria is adjacent to Ave Maria University and is located near Naples, Fla. Michael J. Schwartz, vice president and national sales manager, will manage the office. Joining him are Tim Schwartz, vice president and portfolio manager, and Christopher E. O'Rourke, account representative. The firm plans to add staff as needed.

“We’re very excited about expanding Ave Maria Mutual Funds into this beautiful new location,” said George P. Schwartz, CFA, President of Schwartz Investment Counsel Inc.

Ave Maria Mutual Funds is the largest family of Catholic mutual funds in the U.S. and consists of six Funds that invest in companies whose activities do not violate core teachings of the Catholic Church.

“We believe our pro-life, pro-family style of investing in accordance with Catholic moral teachings will resonate with the people in this area,” said Michael J. Schwartz.

The town of Ave Maria was established in 2007 in conjunction with Ave Maria University, the newest Catholic university in the U.S. The driving force behind the founding of Ave Maria University was Thomas S. Monaghan, who was the founder and former owner of Domino’s Pizza Inc. Mr. Monaghan is a member of the Ave Maria Mutual Funds’ Catholic Advisory Board, which is composed of prominent lay Catholics and establishes a moral screening process for the Funds’ investments. His Eminence Adam Cardinal Maida, Archbishop Emeritus of Detroit, is Ecclesiastical Advisor to the Board.

The new office is located at 5060 Annunciation Circle, Suite 101, Ave Maria, FL 34142. The phone numbers are 866-AVE-MARIA and 239-867-4520.

For more information about Ave Maria Mutual Funds and Schwartz Investment Counsel Inc., please contact Rachael Fisher at 973-850-7318 or rachael@jcprinc.com.

About Ave Maria Mutual Funds

Ave Maria Mutual Funds is the largest family of Catholic mutual funds in the U.S. The six funds invest in companies that do not violate the pro-life, pro-family values of the Catholic Church. Ave Maria Mutual Funds launched its first fund, the Ave Maria Catholic Values Fund (Ticker: AVEMX), on May 1, 2001. Since then it has added four additional stock funds and one bond fund. For more information about Ave Maria Mutual Funds, please call 1-866-AVE-MARIA 866-283-6274 or visit <http://avemariafunds.com>.

About Schwartz Investment Counsel Inc.

Schwartz Investment Counsel Inc. is a Registered Investment Adviser founded in 1980. The firm's primary objective is to provide superior investment counsel to those that seek a disciplined approach to investing. For more information about Schwartz Investment Counsel, please visit <http://www.schwartzinvest.com>.

Schwartz Investment Counsel Inc. serves as investment adviser for Ave Maria Mutual Funds. The Adviser invests in securities only if they meet the Funds' investment and religious requirements, and as such, the returns may be lower or higher than if the Adviser made decisions based solely on investment considerations. The Funds' method of security selection may or may not be successful and the Funds may underperform or outperform the stock market as a whole. All mutual funds are subject to market risk, including possible loss of principal.

Request a prospectus, which includes investment objectives, risks, fees, expenses and other information that you should read and consider carefully before investing. The prospectus can be obtained by calling 1-866-283-6274 or it can be viewed at www.avemariafunds.com.

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