NEWS RELEASE

Cetera FINANCIAL GROUP

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Cetera announces comprehensive advisor marketing program: Connect2Clients(SM)

LOS ANGELES – This week Cetera Financial Group unveiled Connect2Clients SM, a comprehensive, turnkey marketing program for advisors. With its broad menu of tools and resources, advisors can create, customize, and implement marketing communications campaigns that strengthen connections with clients and prospects. The program combines a library of pre-approved content, the ability to schedule and automate a variety of tactics, and a built-in compliance review process. To support these tools, dedicated marketing consultants will provide one-on-one advice to help advisors outline marketing goals and tactics that will help them achieve success.

"Research has shown that advisors who communicate in a consistent and relevant way with their clients have significantly higher revenue," said Susan Theder, chief marketing officer, Cetera Financial Group. "However, many advisors struggle to develop and distribute compelling content on a regular basis. Our Connect2Clients program sets a new standard in the industry, helping advisors overcome these barriers to success."

Connect2Clients was developed from the results of a Cetera field study, *The Pulse of Practice Health,* which identified key value drivers and best practices that help generate more revenue per principle, and lead to stronger client loyalty. The program helps advisors identify the most impactful communications tools and then automates many of the tactics associated with executing client and prospect communications campaigns.

Highlights of the program include:

- Pre-approved marketing content library that leverages material from an industry leading marketing platform, content from Cetera's strategic partners, marketing newsletters, client appreciation event ideas, webinar and seminar kits, greeting cards, non-investment related relationship building content, and more
- Automated set-and-go campaigns, which also includes reminders for personal outreach including phone calls, follow-up activities, etc.
- An integrated distribution system that seamlessly, and compliantly, sends communications using advisors' customized HTML email template or through direct mail; including a personal handwriting font
- An integrated compliance workflow process at the broker-dealers of Cetera Financial Group
- A dedicated team of marketing consultants to provide training, help establish marketing goals and support ongoing projects
- Specialized portal designed for advisors' assistants

Connect2Clients is fully integrated with Cetera's SmartWorks™ workstation and is available to advisors at Financial Network Investment Corporation, Multi-Financial Securities Corporation, and PrimeVest Financial Services,

About Cetera Financial Group
Cetera Financial Group is one of the nation's largest privately-held, independent broker-dealer and investment adviser families. It provides leading wealth management and advisory platforms, comprehensive broker-dealer and RIA services, and innovative technology for approximately 5,000 independent financial professionals and more than 700 financial institutions nationwide. Through its three distinct firms, Financial Network Investment Corporation, Multi-Financial Securities Corporation and PrimeVest Financial Services Inc., Cetera is able to offer the benefits of a large, established and well-capitalized broker-dealer and RIA, while serving advisors in a way that is customizable to their unique needs and aspirations. Based in the Los Angeles area, Cetera is committed to helping advisors grow their business and strengthen their relationships with clients. For more information, visit www.cetera.com

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