

**Cetera appoints Allison Couch to head Wealth Management Sales Team**

**LOS ANGELES** – March 1, 2011 – Cetera Financial Group (Cetera) announced today that **Allison Couch**, a 25-year independent broker-dealer veteran, has joined the firm as national sales manager, wealth management. Ms. Couch will be responsible for overseeing all aspects of advisory sales and training as well as growing product sales and strategic relationships. She will report to **Barnaby Grist**, Cetera's executive vice president, wealth management.

"Allison has spent her career assisting advisors in building new relationships and broadening existing ones," Mr. Grist said. "Her exceptional track record of helping advisors better serve their clients and grow their business makes her a natural fit for Cetera, where we embody the promise to put the needs of our advisors and their clients first. Allison brings a wealth of experience drawn from many different broker-dealer environments, advancing our mission of serving a wide range of advisors by allowing them to customize the service and solutions they need to meet their unique goals and aspirations."

Ms. Couch most recently served as senior vice president, business consulting for LPL Financial. Prior to that, she served as president of Associated Securities Corporation, a boutique, financial-planning based firm subsequently acquired by LPL. She also served as president and CEO of The Financial Services Network, where she managed a group of more than 200 financial advisors with \$8 billion in assets and \$42 million in revenue.

Ms. Couch spent 17 years with AIG broker-dealers FSC Securities Corporation and Royal Alliance Associates in a variety of roles focused on advisor growth and recruiting strategies, including serving as a financial advisor and recruiting branch manager early in her career. A graduate of St. John Fisher College in Rochester, N.Y., Ms. Couch earned a Bachelor of Science and master's degree in business administration. She holds FINRA series 6, 7, 24, 63, and 66 registrations as well as life, accident, health and disability insurance licenses.

"Cetera offers advisors choice and flexibility without artificial restrictions, allowing advisors to grow and manage their business in their own unique way," Ms. Couch said. "My experience in a variety of broker-dealer environments has taught me the value of building relationships and creating an independent identity that is backed by the strength and resources of a larger firm. I am excited to join the exceptional team at Cetera and look forward to applying my unique industry perspective and experience to help advisors expand and improve client relationships and grow their business."

**About Cetera Financial Group**

Cetera Financial Group provides comprehensive broker-dealer services, innovative technology, and competitive advisory programs for approximately 5,000 independent financial professionals and more than 700 financial institutions nationwide. Through its three distinct broker-dealer platforms, Financial Network Investment Corporation, Multi-Financial Securities Corporation and PrimeVest Financial Services Inc., Cetera offers the scale-driven benefit of a large broker-dealer with the relationship focus and customized solutions of a smaller firm.

Based in Los Angeles, Cetera is committed to helping advisors grow their business and strengthen their relationships with clients. For more information, visit [www.cetera.com](http://www.cetera.com).

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