

Cetera CEO Valerie Brown named among top women in wealth by AdvisorOne

LOS ANGELES —July 12, 2011— Cetera Financial Group (Cetera), the partner of choice for advisors seeking independence and a supportive broker-dealer relationship, announced today that CEO **Valerie Brown** has been named as one of the 50 Top Women in Wealth by [AdvisorOne](#), a leading online destination for independent advisors, wealth managers and financial planners.

As CEO of Cetera and its three independently managed broker-dealer firms, Ms. Brown works closely with the Cetera executive team, leading the execution of strategic company-wide initiatives that enhance value to all customers, employees, shareholders and business partners.

Ms. Brown is passionate about providing sound financial advice and product solutions, and is an advocate for financial professionals through her involvement in a number of industry committees, including the Financial Services Institute, where she serves on the Board of Directors, the Independent Firms Committee for the Securities Industry and Financial Markets Association and the Financial Industry Regulatory Authority Membership Committee.

"I am deeply honored to be named along such outstanding leaders in the wealth management industry," Ms. Brown said. "Regardless of our individual positions or areas of expertise, I believe all of the women named to the list share the same commitment to advancing the industry and working with our teams to deliver results for our clients, companies, and shareholders."

The annual list, now in its third year, recognizes the 50 most influential, powerful and inspiring women in and around wealth management. These exceptional leaders are responsible for managing and directing hundreds of billions of dollars of wealth, for educating and guiding wealth managers and their clients—both individuals and institutions—and regulating the markets and market participants.

"The accomplishments of these women put the lie to the outdated notion that women can't succeed in all levels of wealth management and in every business model, including broker-dealers, banks, asset management firms and the RIA world," said James J. Green, editor of AdvisorOne.com. "These 50 women are accomplished entrepreneurs, thought leaders, money managers, personal wealth managers of all kinds and partners to those wealth managers. Their accomplishments transcend their gender, while their gender helps inform their personal values to their clients and customers."

A full list of industry notables and a special report on the top women is available [here](#).

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.

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