

El Segundo, Calif. – August 19, 2011

Financial Network advisors “Connect” at 28th annual conference

Financial Network Investment Corporation (Financial Network) concluded its 28th annual advisor conference last month with over 600 Financial Network advisors, registered representatives, branch managers and regional directors in attendance. The conference was held July 7-10 in Orlando, Fla.

Financial Network has renamed the yearly event the “Connect Conference,” reflecting the firm’s unwavering commitment to connecting advisors across regions, states and the country. The conference is designed to give advisors the opportunity to exchange ideas and find new ways to build deeper relationships with clients while creating a more efficient practice.

“The positive feedback we’ve gotten from everyone who participated in the Connect Conference, particularly those advisors new to the Financial Network family, has been overwhelming. This was one of the most successful events we’ve ever put on,” said Financial Network President and CEO **Jack Handy**. “Our focus has always been on supporting the business of our advisors, equipping them with the tools and products they need to thrive, and providing the services required for them to deepen relationships with existing clients and drive the acquisition of new ones. This year’s conference delivered all of that along with the support, mentorship and counsel our distinct model is known for.”

The Connect Conference agenda featured nearly 50 educational seminars and three general sessions along with opportunities to connect on a smaller scale, including Lunch and Learn panels and one-on-one sessions. Guest speakers from leading financial industry firms addressed in-demand topics such as portfolio strategies, effective marketing concepts, and optimizing technology. Several top advisor panels provided attendees an opportunity to hear best practices from their most successful peers.

The conference also gave advisors an opportunity to learn more about new and expanded initiatives from Financial Network and Cetera, Financial Network’s parent company, including a new advisory technology platform and product options, as well as to hear key insights into current and emerging market events.

“The Financial Network culture is one that combines the best of both worlds,” said Handy. “We offer our advisors and reps all the strength and resources of a national broker-dealer with regional support on the ground locally to encourage their individual entrepreneurial drive, just like a boutique firm. We promote dramatic growth at every stage of a registered rep’s career, providing the infrastructure and advanced technology they need to achieve that growth. This year’s Connect Conference is just the latest example of our unwavering commitment to our people and our dedication to helping them succeed.”

About Financial Network

Financial Network Investment Corporation is a full-service, independent broker-dealer that utilizes a unique regional director model to support financial advisors through the entire lifecycle of their business. Financial Network is able to build and support regional teams through local service, regional offices and a national home office, facilitating the success of its more than 1,900 financial professionals.

Financial Network, a part of the Cetera Financial Group, is a member of the Securities Investor Protection Corporation (SIPC). For more information, see www.financialnetwork.com.

Jayson Hron
Senior Public Relations Specialist
Tel: 320.529.4506
jayson.hron@cetera.com

Rachael Fisher-Layne
JCPR
Tel: 973.850.7318
Mobile: 973.229.8144
rfisher-layne@jcprinc.com