

LOS ANGELES – May 27, 2010

### **Cetera CEO Valerie Brown keynotes at SourceMedia Women’s Advisor Forum**

Cetera Financial Group CEO **Valerie Brown** was among the keynote speakers at SourceMedia’s Women’s Advisor Forum in New York City on Wednesday. Brown addressed a sold-out audience of top advisors and financial professionals at the 3 West Club in Manhattan, speaking about the opportunities for excellence awaiting women in financial services.

“Sharing my thoughts and stories with such an esteemed group was a true honor,” said Brown. “I appreciate SourceMedia giving me the opportunity and I thoroughly enjoyed my time with this extraordinary group of people.

“As a company, Cetera is focused on growing relationships, and events like this underscore the value of strong relationships. Financial advisors, regardless of whether they are women or men, depend on being able to forge these bonds with their clients and we’re in the business of helping them do that. So, naturally, being able to share experiences and ideas with a group of standout financial professionals like I met at the forum was invaluable.”

Brown was joined as a keynote speaker by Citi’s **Deb McWhinney**. The Women’s Advisor Forum, now in its second year, has generated such substantial interest that SourceMedia has announced a second forum to occur in Chicago on Oct. 15, and a third in San Francisco later in 2010.

#### **About Cetera Financial Group**

Based in Los Angeles, 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 affiliated with its three independently managed broker-dealers: Financial Network Investment Corporation, Multi-Financial Securities Corporation, and PRIMEVEST Financial Services, Inc.

Cetera was formed on Feb. 1, 2010, upon the sale of three ING broker-dealers and their technology and back-office support teams to an affiliate of Lightyear Fund II, L.P., which is managed by Lightyear Capital LLC, a private equity firm specializing in financial services.

Committed to using our collective knowledge and expertise in service to and for others, Cetera is focused on the growth of our affiliated financial professionals’ independent practices by giving them the industry and market insight, technology, resources and solutions they need to better focus on helping their clients pursue their own financial goals.

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