

**Jon Frojen Joins Cetera Financial Group as Chief Financial Officer**

**LOS ANGELES** – Oct. 12, 2010 – Cetera Financial Group (Cetera) announced today that **Jon Frojen** has joined the firm as Chief Financial Officer. In his new role, Frojen will oversee all aspects of Cetera's financial management. Frojen will report directly to Cetera CEO **Valerie Brown**.

"Jon brings to Cetera extensive knowledge coupled with a track record of success in accelerated-growth environments, having worked with private and publicly held companies. He is an ideal fit for helping to lead our ongoing efforts to grow Cetera and reach new levels of success," Brown said. "Cetera has attracted some of the brightest and most well-respected executives in the industry and having Jon join as CFO only reinforces that trend."

Frojen brings a depth of experience in corporate finance and capital markets, private equity and business development as well as IT and systems governance. Prior to joining Cetera, he served as Managing Director for Milestone Advisors LLC, a leading investment bank for the financial services industry. Milestone is a top firm in specialty finance mergers and acquisitions, completing more than \$16 billion in transactions. There, he co-founded and served as CFO of Milestone Asset Resolutions Company, an advisory and asset management platform. He also co-developed Milestone's government services practice serving the Federal Deposit Insurance Corporation (FDIC) and its other agencies.

Prior to his position with Milestone, Frojen was Senior Vice President and CFO for Indymac Commercial Lending Corporation, responsible for all aspects of its financial management. He also spent nearly 10 years as CFO for a variety of companies, including ResMAE Mortgage Corporation, ePolicy Inc. and Netgateway Inc., where he was a member of the team that completed a merger and orchestrated the consolidation of operations. During his career, Frojen has held senior level positions with a variety of consumer, commercial and mortgage finance companies. He began his career in corporate and investment banking.

Frojen received his Bachelors in Economics at the University of California at Berkeley and his Masters in Business Administration with an emphasis in Finance from University of Southern California.

Frojen replaces Ashley Duryea, the current CFO, who chose to stay in Atlanta, Ga., at the time of Cetera's formation. Ashley will continue as a consultant to Cetera.

"I'm looking forward to this tremendous opportunity and am pleased to be a part of Cetera's outstanding organization. Cetera has the unique vision, resources and ability to support its continued growth and emerge as the obvious choice for advisors," Frojen said. "As we move ahead in developing resources that allow advisors to build stronger relationships with their clients, I am excited to begin working with our executives and building upon their already impressive track record, helping to establish Cetera as the most forward-thinking independent broker dealer."

**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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