

Cetera Financial Group announces new advisory platform launch

LOS ANGELES – May 3, 2011 – Cetera Financial Group (Cetera) announced today the launch of an expansive new advisory technology platform to its Investment Adviser Representatives at Financial Network and Multi-Financial. Designed by FolioDynamix, it seamlessly integrates within Cetera's comprehensive SmartWorks[™] advisor workstation, giving advisors unprecedented control in managing their fee-based business while increasing the efficiency and flexibility of their practice.

"This is another step in our mission to provide advisors with the technology, resources and expertise they need to deepen client relationships and grow their business," said **Barnaby Grist**, Cetera executive vice president, wealth management. "Our advisors selected this platform, and by introducing it, we've significantly raised the bar on technology. This will make it easier than ever for them to rebalance and manage their clients' portfolios, which aligns with our focus on helping advisors strengthen client relationships. Plus, unlike many broker-dealer dealers and custody firms, we're offering it at no additional charge. This is just another example of the scale-driven benefits enjoyed by advisors in the Cetera family."

The new platform delivers a number of features to help streamline operations, including:

- Rebalancing capabilities driven by calendar or by specified drift from targeted allocations
- Model portfolio management at security and asset-class levels
- Proposal generation capability
- Blast trading capabilities, allowing advisors to create a trade across multiple accounts rather than having to enter each trade individually for each client.
- Full integration with SmartWorks, creating a seamless flow of client data into the platform and eliminating the need to re-enter duplicative information.
- Tools for advisors to easily build a personalized interface, allowing them to view their business their way.

"We have worked with FolioDynamix to build a unique solution for independent advisors, giving them access to an institutional-grade trading and model management platform for both discretionary and non-discretionary accounts," said Grist. The platform's sophisticated trading capabilities include full integration for multiple custodians.

"In choosing a new platform, we wanted to offer advisors the choice and flexibility that they have grown accustomed to as members of the Cetera family," Grist said. "This platform allows them to customize how they view their clients' portfolios and gives them the tools they need to efficiently execute orders, manage relationships and grow their business."

The new platform is currently live with a pilot group of advisors with full rollout planned in coming months.

"The new platform is an important tool for advisors who want more efficiency in trading, rebalancing and generating proposals, and will allow them more time to spend on building and nurturing client relationships," said **Joseph Mrak**, CEO of FolioDynamix. "We are very excited to partner with Cetera to offer this platform and believe it will play an important role in their advisors' success."

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.

Contact:

Jayson Hron

Cetera

Tel: 320-529-4506

jayson.hron@cetera.com

Carol Graumann

JCPR

Tel: 973-732-3521

carol@jcprinc.com