

Los Angeles, Calif. – May 17, 2010

Financial Network's Steven Lear honored by *Registered Rep.*

Steven Lear, an independent financial advisor with Affiance Financial / Financial Network Investment Corporation (Financial Network), was selected as one of 10 Outstanding Advisor Award recipients by *Registered Rep.* in its May 2010 issue. Lear, who has been affiliated with Financial Network since 1993, is the first Financial Network advisor to gain this prestigious honor, granted annually by the magazine since 1980.

"Too often in our industry it's all about production," said **Jack Handy**, president and CEO of Financial Network. "For Steve, it's about giving back to his broker-dealer, the industry, his faith and his community. In doing that, he has not only climbed to the top of his profession, he has also made the world a better place. We're proud to know him, proud to work with him and proud to celebrate this honor with him."

Based in St. Louis Park, Minn., Lear founded his own firm, Lear Financial, Inc., in 1989, which then merged into Affiance Financial, LLC, in 2000. He was named Financial Network's Outstanding Representative of the Year in 1999 and has devoted his time and energy to encouraging other financial service providers to adopt a philanthropic perspective. In 2005 he founded The PhilanthropicWill Company and in 2007 he founded The Generational Generosity Planning Company. He is also the founder of Nechama, a volunteer disaster relief organization that has provided aid in various regions throughout the United States and beyond.

Demonstrating his commitment to business owners and the community, Lear also forged a relationship with Best Prep, an organization dedicated to educating high school teenagers on business, career and financial literacy. In 2009, he launched the Financial Matters Initiative for Best Prep. The initiative focuses on teaching teenagers money management skills that build financial confidence. Lear teaches the program and recruits his financial colleagues to teach as well.

"I'm honored that *Registered Rep.* has chosen me as one of its outstanding advisors for 2010," said Lear. "I sincerely appreciate their commendation, and I'm grateful to my team, Financial Network, and my clients for making it happen."

For more information about the *Registered Rep.* Outstanding Advisor Award, and to view Lear's profile, visit <http://registeredrep.com/>.

About Financial Network:

Financial Network Investment Corporation, based in Los Angeles, Calif., is one of the largest independently managed broker-dealers in the United States. Founded in 1983, Financial Network has grown to include more than 2,400 financial professionals. Each of the firm's branch offices are independently owned and operated, and are supported by the national organization. Emphasis on quality service and client centricity is the key to Financial Network's continued success.

Financial Network provides its financial professionals with the resources necessary to help clients build their wealth, manage their money, and plan their legacy. The firm is committed to providing high-quality products and services, a wide range of sophisticated solutions, innovative resources and customized services.

Financial Network is a member of the Securities Investor Protection Corporation (SIPC).

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