

Multi-Financial Securities Corporation, Member FINRA/SIPC

Denver, Colo. – October 15, 2010

Multi-Financial hires Vinson to lead enhanced recruiting initiatives

Multi-Financial Securities Corporation, the partner of choice for advisors seeking independence and a supportive broker-dealer relationship, today announced the hiring of **Joseph “Jay” Vinson** as head of new business development. In this role, Vinson will lead Multi-Financial’s significant ramp-up in recruiting as the company continues to expand and drive business growth for advisors.

“Multi-Financial is committed to supporting advisors in running their business their way, while providing them with the insight and custom solutions that strengthen their client relationships,” said **Brett Harrison**, Multi-Financial president and CEO. “Jay’s appointment is a major step forward and reflects our renewed focus on investing in our recruiting efforts. We’re excited for him to lead our full slate of initiatives and contribute to our future success.”

Vinson’s primary objectives will initially include building out Multi-Financial’s recruiting team and overseeing lead generation and recruiting campaigns. He will also manage and facilitate the recruiting sales process, develop competitive analysis and create the company’s recruiting message and sales tools. Vinson’s hiring coincides with additional new hires which tripled the size of Multi-Financial’s recruiting team.

Vinson comes to Multi-Financial from NEXT Financial, where he was senior vice president of business development. While there, his recruiting results set company records in gross dealer concessions (GDC) and nearly doubled the size of the recruiting staff. Prior to that, he was vice president and director of business development for Mutual Service Corporation. He also served as vice president of recruiting for Investors Financial Group and as assistant manager of recruiting, financial planning consultant and recruiter for H.D. Vest Financial Services. Vinson holds Series 7, 24 and 63 securities registrations. He will be based at Multi-Financial’s Denver headquarters.

“Multi-Financial is unique in fostering a relationship-driven culture where an advisor’s independent identity comes first,” said Mr. Vinson. “By providing successful entrepreneurs with an independent working environment as well as a consultative peer-to-peer approach to growing their business, we strive to fully deliver the best of multiple worlds. I look forward to helping Multi-Financial facilitate the success of more advisors as we further expand our footprint.”

About Multi-Financial Securities Corporation

Multi-Financial Securities Corporation, headquartered in Denver, Colo., is a full-service securities brokerage firm. Founded in 1981, Multi-Financial provides industry-leading products and services to more than 1,000 financial professionals nationwide.

The financial professionals of Multi-Financial have the flexibility to choose products that best suit their clients’ financial needs and objectives. Multi-Financial offers efficient and convenient access to an extensive network of people, products and services and is committed to helping its affiliated representatives place clients’ interests first. Multi-Financial delivers regulatory supervision, guidance, and training to all of its financial professionals, and provides the tools needed to build clients’ wealth, plan their legacies, and reach their financial goals.

Multi-Financial, a part of the Cetera Financial Group, is a member of the Securities Investor Protection Corporation (SIPC) and a member of the Financial Industry Regulatory Authority, Inc. (FINRA). For more information, see www.multifinancial.com.

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