

Cetera introduces Net New Assets program, rewarding advisors for growth and new recruits for joining Cetera

LOS ANGELES – March 16, 2011 – Cetera Financial Group (Cetera) announced today its Net New Assets program, which rewards advisors who grow their advisory business at Financial Network and Multi-Financial. The program also provides immediate advantages to new recruits who transition to Cetera.

“Cetera’s Net New Assets program is a first in the industry. It is uniquely aligned to support advisors who want to grow their fee-based business,” said **Barnaby Grist**, Cetera’s executive vice president, wealth management. “Our platform, training, and practice management support lead the industry. We are now further demonstrating our commitment to fee-based advisors by investing in this program to help both current Cetera advisors and prospective recruits build stronger client relationships.”

Cetera’s Net New Assets program pays advisors up to 100 percent of their administrative advisory fees. The more new assets an advisor brings to Cetera’s advisory programs, the bigger the reward.

For advisors considering moving from a commission-based business to a fee-based business, the Net New Assets program provides an additional incentive for them to annuitize their business and benefit from a more consistent revenue stream. All assets moved onto the advisory platform count as net new assets.

The program is also a compelling recruiting tool – assets transferred by a new recruit into Cetera’s advisory programs will generally count 100 percent as net new assets.

“This reward structure is vital support for advisors in the midst of transitioning their relationships,” said Grist. “Clients are increasingly asking for ongoing help in meeting their financial goals. In addition, increased regulatory scrutiny, such as on 12b-1 mutual fund trails, is leading many of our advisors to look to create more consistent revenue to pay for the support they provide. Advisory relationships facilitate that. We want to help them make that move and reward them for their success.

“Everything we do at Cetera is aligned with our goal of helping advisors strengthen their client relationships,” Grist said. “Advisory relationships are central to this goal and have many advantages, including greater transparency, more open communication, access to a diverse range of products, and the creation of consistent revenue for advisors. Our Net New Assets program makes the decision to choose Cetera’s advisory programs even more rewarding.”

The Net New Assets program’s growth reimbursement schedule is as follows:

GROWTH REWARD BASED ON ADVISORY NET NEW ASSETS	
Annual Net New Assets	Administration Fee Rebate⁽¹⁾
\$2 - \$5 Million	20%
\$5 - \$10 Million	30%
\$10 - \$25 Million	40%
\$25 - \$50 Million	50%
\$50 - \$100 Million	75%
\$100+ Million	100%

(1) Some exceptions apply

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.

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