

PrimeVest Financial Services Inc., Member FINRA/SIPC

ST. CLOUD, MINN. – June 16, 2011

PrimeVest strengthens security with multi-factor authentication

PrimeVest Financial Services (PrimeVest) announced today the implementation of a new multi-factor authentication security system on its SmartWorks™ advisor workstation. Designed similarly to systems used at banks, credit unions and credit card companies, the multi-factor authentication system enhances client data security while complementing existing financial institution security measures.

“Client data security is paramount and our implementation of multi-factor authentication on SmartWorks is a proactive move to stay a step ahead,” said PrimeVest President and CEO **Catherine Bonneau**. “We expect the rest of the broker-dealer industry to eventually follow us in implementing these measures, but given that we focus exclusively on serving financial institutions, we understand the uniquely high priority they place on protecting client data so we made multi-factor authentication a top priority.”

The system is built with flexibility to accommodate both public and non-public computers with customized secure access processes, allowing advisors secure 24/7 access to serve clients in any location. Using a combination of unique things known only by authorized persons, multi-factor authentication ensures the identity of those accessing SmartWorks.

About PrimeVest Financial Services

Founded in 1984, PrimeVest Financial Services Inc. is a self-clearing registered broker-dealer serving the clients of nearly 600 financial institutions throughout the United States. With its focus exclusively on financial institutions, PrimeVest delivers innovative investment and insurance solutions, comprehensive support and a flexible program structure built to strengthen client relationships.

PrimeVest is a member of the Depository Trust and Clearing Corporation (DTCC), the Securities Investors Protection Corporation (SIPC), and the Financial Industry Regulatory Authority (FINRA). For more information, see www.primevest.com. Investment products are *Not NCUSIF insured *May lose value *Not financial institution guaranteed *Not a deposit *Not insured by any federal government agency. PrimeVest is unaffiliated with the financial institution where investment services are offered.

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