

LOS ANGELES – June 28, 2010

Susan Theder joins Cetera as Chief Marketing Officer

Cetera Financial Group (Cetera) announced today the hiring of **Susan Theder** as the firm's chief marketing officer. In her new role, Theder, 43, will oversee all aspects of Cetera's marketing and communications in addition to helping guide the firm's strategic planning and execution as a member of its executive team in Los Angeles. She will report to **Barnaby Grist**, Cetera's executive vice president - wealth management.

"I'm excited about this tremendous opportunity," said Theder. "The independent financial advisor, working with the full array that a firm with Cetera's scale and flexibility can provide, is the future. I'm eager to be a part of that future and a part of helping our advisors build even stronger relationships."

A Boston native, Theder brings a wealth of industry experience to Cetera. Most recently, she spent five years with Pershing LLC as managing director of global marketing in support of the company's broker-dealer and Registered Investment Advisory businesses. In addition, she helped develop practice management into one of Pershing's core competencies with an emphasis on recruiting and marketing programs. She also established a robust thought leadership program that had a significant impact on the success of Pershing's public relations efforts. While at Pershing, Theder earned numerous management and leadership awards.

Prior to her tenure with Pershing, Theder was with Fidelity Investments where she served as vice president - segment marketing and led marketing efforts for the Registered Investment Advisor Group. She brings a unique field perspective to her role as well, after spending the early portion of her career as an advisor with Dean Witter Reynolds Inc. and as a financial consultant for Baybank Brokerage Services Inc. in Boston.

"Susan's in-depth knowledge of advisors will play a key role for us in delivering on our promise to help advisors, business owners and institutions accelerate their growth. I am delighted to welcome her," said Grist. "She is an industry thought-leader and she brings a high level of energy and intellect that will further strengthen Cetera's presence in the industry."

About Cetera Financial Group

Based in Los Angeles, 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 affiliated with its three independently managed broker-dealers: Financial Network Investment Corporation, Multi-Financial Securities Corporation, and PRIMEVEST Financial Services Inc.

Committed to using our collective knowledge and expertise in service to and for others, Cetera is focused on the growth of our affiliated financial professionals' practices and strengthening their relationships with their clients.

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