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Leading Financial Service Organizations To Help Fee-Only Advisors Follow PPA Provisions for 'Fiduciary Adviser' Standard

Arlington Heights, IL (May 16, 2007) – The Pension Protection Act of 2006 (PPA) has sent shockwaves through the financial services industry by increasing the level of consumer protection from dishonest financial service providers. By clearly outlining that only 'Fiduciary Advisers' may provide advice to participants in qualified retirement plans, federal legislators have realized the importance of a fiduciary standard in the financial industry.

Members of the **National Association of Personal Financial Advisors** (NAPFA), who are all Fee-Only in compensation and adhere to a Fiduciary Oath, are doing their part to learn the important provisions in the PPA. Today NAPFA announced its new relationship with **fi360** and the **Centre for Fiduciary Excellence** (CEFEX). NAPFA-Registered Financial Advisors, who wish to provide advice to participants in company-sponsored retirement plans, will now have access to a web-based educational program that outlines the 'Fiduciary Adviser' provision and what is required of financial professionals.

"NAPFA has always proudly supported initiatives that will bring a fiduciary standard to the business of financial services," said Dick Bellmer, Chair of NAPFA. "By working with fi360 and CEFEX, who are doing tremendous things to educate advisors of all backgrounds, we feel NAPFA-Registered Financial Advisors will be better prepared to adhere to the new regulations."

The two-hour, web-based educational program, produced and hosted by Don Trone of fi360 and Carlos Panksep of CEFEX, will be made available online to NAPFA members. The release of the program coincides with NAPFA's release of its annual consumer education initiative – Focus on Fiduciary (www.FocusonFiduciary.com).

"fi360 and CEFEX have been working hard to bring a clearly defined set of fiduciary standards to the financial services industry for more than seven years," added Don Trone, president of fi360. "By working with NAPFA to educate their members on the 'Fiduciary Adviser' provisions in the PPA, we believe they will be better prepared to work in the best interests of qualified retirement plan participants."

For more information on the educational initiative between NAPFA, fi360, and CEFEX, please contact Benjamin Lewis of Perception, Inc. at 301-963-7555 or benjamin.lewis@perceptiononline.com.

ABOUT THE NATIONAL ASSOCIATION OF PERSONAL FINANCIAL ADVISORS (NAPFA)

Since 1983, The National Association of Personal Financial Advisors (NAPFA) has provided Fee-Only financial planners across the country with some of the strictest guidelines possible for professional competency, comprehensive financial planning, and Fee-Only compensation. With more than 1,600 members across the country, NAPFA is the leading professional association in the United States dedicated to the advancement of Fee-Only comprehensive financial planning.

For more information on NAPFA, please visit www.NAPFA.org.

ABOUT FI360

Fiduciary360 coordinates the resources of the Foundation for Fiduciary Studies, Center for Fiduciary Studies, and Fiduciary Analytics. The Foundation for Fiduciary Studies is a nonprofit organization established for the purpose of defining the practices that detail a prudent process for investment fiduciaries. The Center for Fiduciary Studies, which is associated with the University of Pittsburgh's Center for Executive Education at the Joseph M. Katz Graduate School of Business, provides training programs on investment fiduciary responsibility. Fiduciary Analytics is a technology firm which develops Web- based tools incorporating fiduciary practices for investment decision-makers.

For more information please visit http://www.fi360.com.

ABOUT CENTRE FOR FIDUCIARY EXCELLENCE (CEFEX)

CEFEX, Centre for Fiduciary Excellence, LLC. (CEFEX) is an independent certification organization. CEFEX works closely with investment fiduciaries and industry experts to provide comprehensive assessment programs to improve risk management for institutional and retail investors. CEFEX certifications help determine trustworthiness of investment fiduciaries.

For more information on CEFEX, please visit www.cefex.org

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