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NAPFA Unveils 2007 Fiduciary Campaign At National Conference

Focus on Fiduciary *second annual campaign designed to educate consumers on need for fiduciary standards*

Arlington Heights, IL (May 3, 2007) – The National Association of Personal Financial Advisors (NAPFA), the nation's leading professional association of comprehensive, Fee-Only financial advisors, has officially launched its second annual consumer-oriented public service campaign to educate Americans about the need for financial professionals to hold themselves to a fiduciary standard. The enhanced campaign – ***Focus on Fiduciary*** – will kick off on June 1, 2007, and continue throughout the summer.

NAPFA and the NAPFA Consumer Education Foundation (NCEF) created the ***Focus on Fiduciary*** campaign to help consumers understand the issues surrounding a fiduciary standard in the financial industry. Public interest in fiduciary standards has never been stronger, and the need for information has never been greater. The recent U.S. Circuit Court decision to void the "Merrill Lynch Rule" that holds Registered Investment Advisors and Broker-Dealers to different fiduciary standards highlights how fiduciary matters have come to the forefront in personal finance.

NAPFA is building on many of the campaign components from 2006, while adding new features, including:

- An all-new Website, www.FocusonFiduciary.com, NAPFA's clearinghouse for information about fiduciary standards
- Promotional flyers and posters
- Public Service Announcements – radio and print
- *The Fiduciary Voice* – a podcast show available on iTunes and www.FocusonFiduciary.com
- Multimedia flash presentation on www.FocusonFiduciary.com
- "Wake-Up Congress" campaign to educate legislators about the fiduciary issue

NAPFA will be distributing CD-ROMs with pre-recorded PSAs, PSA scripts, and print ads to the media throughout the month of June. All PSA files will be available for download at www.FocusonFiduciary.com.

Consumers and financial professionals looking for information on the ***Focus on Fiduciary*** campaign can visit www.FocusonFiduciary.com. Members of the media interested in more information about the campaign should contact Benjamin Lewis of Perception, Inc. at 301-963-7555 or Benjamin.lewis@perceptiononline.com.

ABOUT NAPFA

Since 1983, financial planners who are members of the National Association of Personal Financial Advisors (NAPFA) have provided Fee-Only advice to consumers across the country. NAPFA-Registered Financial Advisors follow 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 has become the leading professional association in the United States dedicated to the advancement of Fee-Only financial planning.

For more information on NAPFA, please visit www.NAPFA.org. For more information about the NAPFA Consumer Education Foundation, please visit www.NAPFAFoundation.org.

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