NAPFA The National Association of Personal Financial Advisors FiGuide NEWS

FOR IMMEDIATE RELEASE

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NAPFA Launches Personal Finance Blog to Educate Consumers

NAPFA bringing financial planning content from Fee-Only advisors directly to consumers

Arlington Heights, IL (September 13, 2010) – The National Association of Personal Financial Advisors (NAPFA), the country's leading professional association of comprehensive Fee-Only financial advisors, is pleased to announce it has officially launched the **NAPFA Personal Finance Blog** to bring real-time financial planning content to consumers.

The NAPFA Personal Finance Blog, now available at www.NAPFA.org, features the writing contributions of NAPFA members across the country about everything from financial planning basics to the need for a fiduciary standard in the financial services industry.

NAPFA has been working with FiGuide on the development of the blog. FiGuide has been making the art of blogging accessible to a number of Fee-Only financial advisors since the company was founded in 2009. FiGuide has made its site available only to Fee-Only financial advisors because of the fiduciary standard these advisors adhere to at all times.

"We are pleased that the NAPFA Personal Finance Blog is now up and running," said Ellen Turf, CEO of NAPFA. "This is a unique opportunity for the organization to tap into the wealth of knowledge and experience of its members across the country. We are confident that people of all walks of life will be able to access the content and learn something about their own personal financial needs."

The NAPFA Personal Finance Blog also provides for direct access to NAPFA's *Planning Perspectives* e-newsletter and the popular Consumer Webinar Series that provides consumers with access to monthly webinars on topics ranging from planning for college to understanding economic uncertainty.

NAPFA will be promoting the NAPFA Personal Finance Blog internally to all members to encourage their participation in the program. "The more NAPFA members contribute to this terrific program the more we can do as an organization to help educate the public on financial planning," concluded Ms. Turf.

Members of the media who want to learn more about the NAPFA Personal Finance Blog can contact Benjamin Lewis at 301-963-7555 or Benjamin.Lewis@perceptiononline.com.

ABOUT 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 2,200 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.

ABOUT FIGUIDE

FiGuide is the premier online resource to access unbiased financial tips, insight, and advice directly from fee-only Certified Financial Professionals. FiGuide navigates users through key financial decisions with a collection of comprehensive financial guides, commonly asked questions, and timely news and analysis. All of FiGuide's content is contributed by Fee-Only Financial Planners, which means that they do not receive any compensation from the sale of financial products or insurance, allowing them to provide unbiased and comprehensive financial advice. For more information about FiGuide, please visit www.FiGuide.com.

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