



FOR IMMEDIATE RELEASE

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NAPFA Unveils Consumer Education Campaign At National Conference:
Focus on Fiduciary campaign designed to educate consumers on need for fiduciary standards

Arlington Heights, IL (May 30, 2006) – The National Association of Personal Financial Advisors (NAPFA), the nation’s leading professional association of comprehensive, Fee-Only financial advisors, introduced a consumer-oriented, public service campaign aimed at educating Americans about the need for financial professionals to hold themselves to a fiduciary standard. The campaign – ***Focus on Fiduciary*** – will kick-off on July 1, 2006, and continue throughout the summer.

With the goal of making the campaign an annual occurrence, NAPFA hopes to shed light on the issues surrounding fiduciary standards in the financial industry while helping consumers ask the right questions of their respective financial advisors. NAPFA has developed several resources available to the industry and consumers alike, including:

- An informative website with details on the fiduciary issue (www.FocusonFiduciary.com)
- Promotional flyers and posters
- Public Service Announcements – radio and print
- A Fiduciary Questionnaire
- Various handout materials

NAPFA will work with members of the media to schedule press tours and events in major metropolitan areas, including New York, Chicago, Boston, Los Angeles, Washington, DC, Philadelphia, Dallas, Miami, and many more. Members across the country will be called upon to assist in these efforts.

“NAPFA is committed to helping consumers better understand the nuances of the financial industry. This is especially true when it comes to helping consumers make educated decisions about who they need to engage as a financial advisor,” said Peggy Cabaniss, national chair of NAPFA. “Financial advisors who adhere to a fiduciary standard have an obligation to act in the client’s best interest. Unfortunately, only a select group of advisors hold themselves to a fiduciary standard. Most consumers do not realize this and

end up working with an advisor who does not always have their best interests in mind. This campaign will go a long way toward helping educate the consumer.”

NAPFA will be distributing CD-ROMs with pre-recorded Public Service Announcements (PSA), PSA scripts, and print ads to the media throughout the month of June. All PSA files will also be available for download through 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.

The www.FocusonFiduciary.com website is in development and will be available for use by campaign kick-off on July 1st.

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 1,000 members across the country, NAPFA has become 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.

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