



For Immediate Release
Contact: Melissa Grappone
800.889.3914, ext. 108

American Portfolios Schedules 2011 Assistants Day

HOLBROOK, N.Y. (March 4)—Due to the positive feedback we received from previous events, American Portfolios Financial Services, Inc. (APFS) is pleased to announce that we will be hosting another Assistants Day on March 29 at our home office in Holbrook, N.Y. The event will help to train registered and non-registered assistants on APFS systems, and will allow them the opportunity to ask questions and learn better ways of working together within AP's back-office structure.

APFS believes it is important for advisors and their associated assistants to be proficient on APFS systems, and to ensure that business is done in a compliant and efficient manner. Assistants Day is part of an ongoing initiative to provide training, education and an opportunity to share ideas among peers. Assistants will have the chance to meet each other face-to-face, train on APFS systems, answer questions and learn from one another.

The agenda will include training on the APFS Broker Web site, and review of advisory, compliance and operational procedures, as well as instruction on the Albridge network and our STARS platform. In addition, CEO Lon T. Dolber and President Tom Wirtshafter will speak about corporate initiatives for the firm.

The meeting agenda and details will be posted in the APFS Conference folder, located within the Rep Services section of the APFS Broker Web site. Registration information will be sent via e-mail, as well as featured on the APFS internal newsletter, The Independent. In addition, a nearby dinner will be hosted the night before the event and APFS has blocked a group of rooms at La Quinta Inn & Suites, located directly behind the AP offices, for those assistants who arrive the night before.

About American Portfolios

Headquartered in Holbrook, N.Y., APFS is a full-service independent broker/dealer offering a complete range of financial services, including personal financial and retirement planning, securities trading, mutual funds, access to investment research, long-term care planning, insurance products and tax-free investing. Fee-based asset management is offered through its subsidiary company, American Portfolios Advisors, Inc., (APA), an SEC registered investment advisor. Full-service securities brokerage is available through its clearing firm relationship with Pershing, LLC, the securities of which are held on a fully disclosed basis. The company currently serves more than 786 independent investment professionals located in 362 branch locations throughout the nation.

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